



# Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

[www.asbdc.org](http://www.asbdc.org)

## ASU

ALABAMA STATE  
UNIVERSITY

College of Business Administration

**Small Business Development Center**

in partnership with the Bullock County Chamber of Commerce presents:

## Customer Service Workshop 101

*"Equipping Small Businesses with Skills and Methods for Customer Service Excellence"*

Tuesday, March 31, 2015 | 10:00 a.m. – noon

*Registration begins at 9:30 a.m.*

Richard B. Stone Complex

Hwy 82 E.

Union Springs, AL 36089

**Workshop Presenter:**

**Dr. Joyce McGriff**

*Assistant Professor of Marketing*

*ASU, College of Business Administration*

**Workshop Description:**

When all else is relatively equal, customer service is the one thing that will differentiate your business or service from all of the other options your customers may have. There are two aspects of customer service we will explore during this program, taking care of the internal customer and the external customer.

The needs of both groups may vary, but there are some basic human needs we all share. We will identify those needs and ways to best meet these needs with both customer groups. During this interactive workshop, we will utilize all of the expertise in the room as we identify ways for us to make that significant difference for all we serve!

***This is a FREE event. Registration is required!***

**Register Online at <http://asbdc.ecenterdirect.com/ConferenceDetail.action?ID=7357>**

**For more information contact**

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Nicole Nichols at 334-738-2424 or by email at [info@usacoc.com](mailto:info@usacoc.com)



The Small Business Development Center at Alabama State University is a specialty program of the Alabama State SBDC Network, funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Andrea Price, 915 S. Jackson St., Montgomery, AL 36104, 334-229-4138 or [aprice@alasu.edu](mailto:aprice@alasu.edu).

