

# Greenfield Business Association

2007, a very good year

## November

The Greenfield Business Association is sponsoring the 2007 Holiday Lighting Campaign.

### WE NEED YOUR HELP!

The proceeds of this event are going toward hiring **Creative Illuminations** to decorate our downtown area with their festive lamp post decorations. We raise money through our Holiday Raffle. Raffle tickets are purchased with a chance to win \$1000, \$500, \$250 or \$50 worth of Bright Night Dollars. These certificates can be redeemed at any PARTICIPATING business for goods or services. A participating business is one that has contributed \$50.00 towards the lighting campaign. We will provide posters and countertop signs promoting the raffle and ticket sales. As an added incentive the business or person who sells the 1<sup>st</sup> prize winning ticket will receive \$100.00 in Bright Night Dollars from the GBA (*when a business accepts the Bright Night Dollars for goods or services from the winners, they simply return them to the GBA for reimbursement! Easy and tax deductible!*).

Another option for the local business community-potentially one that may not have a good or service easily sold through the Holiday Raffle concept is to champion the lamp posts! For a donation of \$100 we are designing snazzy star shaped ornaments that will include the name of the business that is supporting that lamp post.

We have also placed canisters on the counters at several businesses and would welcome donations from residents of Greenfield to contribute to a bright and jolly atmosphere this holiday season. Get on Santa's good side before the holiday, please send donations to the Greenfield Business Association at P.O. Box 898, Greenfield, Ma 01301 or 774-2791

# G-Biz



Greenfield Business Association

Doing business together in Greenfield  
Since 1922

greenfieldbusiness.org

November 2007

## What Matters to You Department

I know I harp on customer service A LOT, but it seems to me that is an area that Greenfield businesses need to excel in so they can compete with other retail communities. It often means going the extra mile for even the most difficult customers. The following are some stories of customer service that you might be able to relate to and find some value in for your business.

1. I arrived with not much time to spare at a movie theater, and though I really wanted popcorn, I passed so I could catch the previews. However, to my surprise, I was able to do both. Just inside the theater, near the front row, a young and very enterprising employee sold popcorn (large only) and soft drinks. Not only was I impressed that he and the theater had chosen to serve customers so conveniently, but also I observed a deep sense of pride in ownership in this young man. How supportive that must have felt for him, to be able to try something, no matter whether he succeeded or failed? **Question:** How comfortable are your employees with innovating new ideas in response to customer needs? Likewise, how are you suppor-

tive of employee initiatives like this?

2. I contacted a non-profit organization whose strategies for overcoming multi-million debt dovetail with my expertise. I spent nine minutes winding my way through a voice mail morass and reached neither an executive nor an operator. Of course that system is designed to weed out unsolicited calls. However, what if I were a corporate executive with a few million dollars to invest? Do you think I'd have spent nine minutes trying to make sense of that circuitous voice mail system? **Question:** If you're in the service sector, how easy is it to do business with you?

3. Reviewing an audio-visual company's proposal for a client's event, I noticed that the vendor listed piles of equipment in a long sheet. Things like the DV Cam Sony PD-170 were mixed in with the Lekos and VS EIKI Projector and countless tech hours. We needed pricing on a small, medium and large set of scenarios. Instead, the vendor chose to send me an inventory of equipment I could barely decode with pricing. Why? So that it would be easy for their staff to pull the right equip-

gba@franklincc.org 413-774-2791

## WHAT MATTERS TO YOU (cont.)

ment off the shelf. **Question:** Do you write proposals? If so, do they make sense from the perspective of your customers, funders, or sponsors? Do you make it easy for someone to shop with you?

4. I recently supported an environmental organization and ordered four magazine subscriptions for my gaggle of nephews and niece in two households. The organization seemed to make the process fun and easy, and I felt great knowing that in some small way, these magazines would enrich these children's lives and connect us over geographical distance. Any non-profit's dream, right? Well, the email confirmation missed one of the four subscriptions, resulting in my having to call. The magazines were delayed, causing another call, and, by the way, the gift cards are back ordered by six or eight weeks, well after the delivery date of the first issue. **Question:** Are you prepared for success? If your solicitation generates great results, can you service the response?

5. During the second year of the Big Chief VIP Experience, a high-end ticket package I helped create for the New Orleans Jazz & Heritage Festival, a very annoyed customer complained to me about having to wait in a long line because of an extra check-in process our new operation caused him and his seven guests. This man was rude to my staff, ruder still to me, but you know what? He pointed out a big problem that was easy to fix and in a way that made subsequent customers truly feel like VIPs. **Question:** How do you view complaints? As problems and annoyances? Or as opportunities to make your product, service, program, or event even better?

Do you have a story to tell about a way you resolved, avoided or corrected a customer issue? Write it down and send it to me: [gba@franklincc.org](mailto:gba@franklincc.org)

Article reprinted from Bower Power Pages

## Holiday Items of Note:

**Bag Days in Greenfield** are planned for **November 24th and 25th**. Bags will be sent out with the Friday, Nov 23rd Recorder and be available on the street along with Shopping Spree Raffle Tickets. Call if you need details about this event; 774-2791

We are currently scheduling our **Caroling/Ornament making and Santa visit** event for Friday, December 14th. December's newsletter will detail times and venue for this event.

The **GBA's Landmark Collectible ornament for 2007** is celebrating the 125th birthday of Wilson's Department Store and as such the 15th ornament is our series will commemorate this historic business of Greenfield. This years ornament will be available at \$15 each and for sale at Wilson's, The Chamber office, Cleary Jeweler's, Opus and World Eye Book Shop. Call us to set aside your gifts for those collectors in your family.

## Halloween Crew 10/31



Christy Moore and crew brought Halloween to new heights!.



A little penguin you might have seen.



She mastered the art of cackling.