**Customer Service Basics – Mazza Tasting Room Team 2023**

**Outline for training/notes**

1. “Orienting the Customer”
2. Self-Awareness & Presentation
3. Paying Attention to Customer Cues
4. Table Touching (see article)
5. How to Handle Customers Who’ve Had a Negative Experience
6. Customer Service with Large Groups
7. Product/Brand Info (and how to handle when you don’t know)
8. Help us help you! What do you get asked about the most, and how can we be helping to train/provide staff with that information?