

Strategy: Be a true resource for people calling/emailing the BID Office

Person(s) Responsible: Lisa

Target Audience: All who contact the BID office

Message(s): We really care about making recommendations that are right for you and we really know our stuff

Tactic #1: First and foremost, make sure employees are skilled listeners. Exceptional customer service		Budget:	Due By:	Assigned To:	Done Date:
Action #1:	Every phone call answered or returned. Ask questions about what they are looking for and what needs they have.	---		Lisa	Ongoing
Action #2:	Every email inquiry answered and tailored to what the guest is looking for.	---		Lisa	Ongoing
Action #3:	Knowledge of Berlin and area must be shared regarding: Programs available, city staff, board members, business/building owners	---		Lisa, city hall employees	Ongoing
Action #4:	Develop and implement a process for follow up and closing the deal			Lisa, city hall employee (Mary Lou/Jodie), Mayor	Ongoing
Tactic #2: Promote individualized, focused reasons for visiting Berlin and the surrounding area		Budget:	Due By:	Assigned To:	Done:
Action #1:	Listen to visitors/potential new residents/businesses to fully and correctly accommodate them. Ask specific questions.	---		Lisa and Sandy P. (possibly Sue K.)	Ongoing
Action #2:	Refer guests to other websites that may have the information they are looking for. (in and around Berlin)	---		Lisa and office staff	Ongoing
Action #3:	Refer guests to our website for individualized information	---		Lisa, Board of Directors and office staff	Ongoing
Action #4:					
Tactic #3:		Budget:	Due By:	Assigned To:	Done:
Action #1:					
Action #2:					
Action #3:					
Action #4:					

Tactic #4:		Budget:	Due By:	Assigned To:	Done:
-------------------	--	----------------	----------------	---------------------	--------------

Action #1:					
-------------------	--	--	--	--	--

Action #2:					
-------------------	--	--	--	--	--

Action #3:					
-------------------	--	--	--	--	--

Action #4:					
-------------------	--	--	--	--	--

Tactic #5:		Budget:	Due By:	Assigned To:	Done:
-------------------	--	----------------	----------------	---------------------	--------------

Action #1:					
-------------------	--	--	--	--	--

Action #2:					
-------------------	--	--	--	--	--

Action #3:					
-------------------	--	--	--	--	--

Action #4:					
-------------------	--	--	--	--	--

Tactic #6:		Budget:	Due By:	Assigned To:	Done:
-------------------	--	----------------	----------------	---------------------	--------------

Action #1:					
-------------------	--	--	--	--	--

Action #2:					
-------------------	--	--	--	--	--

Action #3:					
-------------------	--	--	--	--	--

Action #4:					
-------------------	--	--	--	--	--