

**Coming soon  
for our  
child nutrition  
employees!**

# ARE YOU NASTY OR AWESOME?

## What Kids Think of Us and Why We Should Care

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### **More great customer service & marketing tips from John Bennett!**

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As an employee of a school restaurant, you can do more to increase sales and promote customer satisfaction than anyone else. But even the best customer service people need to recharge their batteries from time to time! This session will help. You'll learn to see yourself and your job from new and exciting perspectives. You'll learn about the importance of consciously motivating customers to choose your products. You'll learn the techniques of "Inquiring" and "Evaluating" to generate customer satisfaction. And you'll learn how to effectively communicate with fellow employees, administrators, and customers to ensure everyone's support for the School Meals programs.

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### **Get ready for an entertaining and enlightening day!**

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If you were there for John's last training session, you know that this is definitely not your typical, boring in-service! You can look forward to lots of group activities, hands-on examples, audience participation, prizes, and fun and games. You'll see candid video footage of students talking about school meals -- you might even get to star in a video of your own! Each and every employee's individual abilities and contributions really do turn service into sales, and this session will help fire you up for the challenges that lie ahead!

**DATE:**  
**TIME:**  
**LOCATION:**

**Enjoyed by  
school food  
service workers  
all over the U.S.!**