**Top 10 Customer Service Tips for School Events**

*Handout*

1. Make sure the entrance is clearly identified and the school building is clean before guests arrive.
2. Consider assigning a few staff members to be greeters. Greeters could open doors for guests, welcome them to the school, and direct them to the sign-in table. If there are no greeters available, make certain that all entrances are un-locked.
3. Avoid staff “clumping.” We sometimes have the tendency to gather in small groups to chat. Remember to mingle with guests at the event.
4. Remember to smile. Smiling is one of the easiest ways to make someone feel welcome.
5. If the event is being held in several rooms throughout the building, make sure that there are signs directing guests where they need to go.
6. Remember the 5/10 rule. If you are within 5 feet of a guest, speak to them. If you are within 10 feet of a guest, acknowledge them with a smile.
7. Be cheerful and have fun! Others will pick up on your enthusiasm.
8. Don’t discuss specific student issues with other staff members in front of guests.
9. Consider reserving the school parking lot for guests. Ask staff to park on the street or in the spaces furthest away from the main entrance.
10. Thank guests for attending the event and invite them to visit the school again.