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# HOWDY

"Howdy" is a great way to welcome all fans to all events. We believe that Howdy will convey our philosophy on how we treat all of our customers and each other. Howdy starts with a greeting but it really defines how we treat our fans, co-committee members, vendors and contestants.

# TOP TEN PRINCIPLES



## 1 CUSTOMER FIRST

Who are our customers? Anyone who depends on you. The California Rodeo Association is all about giving our customers the ultimate sports and entertainment experience. Treat everyone with respect, patience, dignity and courtesy. We should treat our customers the way we want to be treated.

## 2 POSITIVE ATTITUDE

Think "Yes". Try to find a way to accommodate our customer's requests. Any "No" responses should include the reason(s) for the denial. Customers might not like the response but it is critical for them to understand the response.

## 3 TAKE OWNERSHIP OF PROBLEMS AND COMPLAINTS

"This is our problem not theirs" should be our philosophy. Complaints should be documented and sent to the appropriate director or chair. Taking ownership means immediate follow-up is necessary until the problem or complaint is resolved.

## 4 "I DON'T KNOW" IS NOT A GOOD RESPONSE

"I will find out that information for you" is the appropriate response. At a minimum rodeo committee members should find a director or chair to assist or take the person to the information booth. NEVER give out incorrect information.

## 5 LISTEN

If you listen to what customers have to say you can quickly learn what it will take for our association to exceed their expectations.

## 6 BE PROFESSIONAL

Demeanor, attire, and language are all key components to enhancing the customer's experience. Remember that we only get one chance to make a first impression on people, so make sure that it's a great one.

## 7 ALWAYS SAY "PLEASE" "THANK YOU" "WOULD YOU?" OR "COULD YOU?"

General courtesy is quick and easy. Asking, rather than "telling", customers and co-committee members is a proactive way to capture the positive direction of any conversation.

## 8 24 HOUR RULE

Remember that whenever we wear our committee and director shirts we are representing the California Rodeo and Salinas Sports Complex.

## 9 PROVIDE FOR THE GENERAL WELFARE, HEALTH AND SAFETY OF ALL FANS, VOLUNTEERS AND CONTESTANTS

Please be aware of your surroundings. Recognize hazardous conditions. Remember every accident is caused by an unsafe act!

## 10 ENTHUSIASM

The way to be happy is to make others happy.

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