



People Sure Are Strange!

Getting to Know Your Customer

Marketing Webinar for Direct Marketing Farmers

Glossary of Terms

Customer Service

Customer service is about building a relationship with your customers. Good *customer service* is getting a customer what they want. Great *customer service* is getting them something they didn't know they wanted.

SNAP

SNAP stands for Supplemental Nutrition Assistance Program, formerly known as the food stamp program.

Target Customer

Your *target customer* is the community of people who values what you do, who you are and your farm and who you can build a long term relationship with.