



New Jersey Bakers Board of Trade

NJBBT Newsletter, The Scoop

December 2013

HOW DO YOU RESPOND TO NEGATIVE POSTS ON YOUR WEB SITE?

Chances are you have started a web page to promote your bakery in today's viral world. Building your brand is an essential key in not only growing your business, but creating an atmosphere of trust, honesty and transparency to turn your customers into brand advocates. Seeing how existing customers like your products will help to sway new customers to build better foot traffic in to your store as well as giving them the confidence to place their orders with you.

What happens when and how you respond when someone places a negative feedback comment on your page is critical to your success! No one likes to see negative feedback. You just want it to go away when you see it. Maybe, you ignore it, or delete it, or argue back in your defense, but if you do any of those three most common approaches to negative feedback, then you just created a much larger problem than the one you were already facing. By deleting, ignoring, or arguing, you not only lose that customer forever, but you lose customers who see the post and all their friends and their friend's friends. You have now just created a social media nightmare and no matter how you try to fix it, you lost a ton of sales and your word of mouth advertising, and your brand reputation has been compromised!

So how should you respond to negative feedback, first, respond with an honest apology. People post to let you know, whether good or bad, and they want to be heard. Listening to their responses not only builds customer loyalty by letting them



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know they have been heard, but allows you to learn from mistakes so they are prevented in the future and strengthens your brand in the process.

Next, offer a solution to the problem. The sorry, let's make this right will show ALL your customers that you not only stand behind your product, but you care about them as well. People like to belong and feel as though they are a part of something. Their inner WIFM, (what's in it for me), is satisfied and they stay loyal when they are connected to your brand and product.

Mistakes happen. Everyone makes them. Handling them properly is paramount to your success. Deleting, ignoring, and arguing only cost you clientele and profits. Listening, responding, honesty and transparency creates limitless possibilities and brand endurance!

JANUARY NATIONAL FOOD HOLIDAYS

- January 2nd- National Cream Puff Day
- January 5th- National Whipped Cream Day
- January 6th- National Shortbread Day
- January 22nd- National Blondie Brownie Day
- January 23rd- National Pie Day
- January 27th- National Chocolate Cake Day
- January 30th- National Croissant Day
-

Some excellent ways to boost sales after everyone goes off their diet in January.

SOME IDEAS FOR THE HOLIDAYS

Mini Cakes



Cupcake Cakes



The Nassau/Suffolk Bakers Association honored Joseph Gifoli at their 81st Annual Banquet. Joe is the current President for the New York State Baker's Association, a past President of the Nassau/Suffolk Bakers' Association, a committee member of the

American Deli Dairy Expo and a member of the Westchester Bakers Association.

The night was full of laughs, good food, and most importantly, good friends.

It was our honor to share the evening with Joe, Judy and their beautiful daughter, Angelica.





The NJBBT was happy to participate and proud to sponsor a few holes at the 57th NJ Richard Short Bakers Day Golf Outing. The event is put on by our good friends, the New Jersey Allied Trades Division No. 9.

The weather was picture perfect, breakfast and dinner was delicious. As for the golf, let's just say we are better bakers than golfers. Our longest hitter and best golfer was 80!

Thank you to Alan Gardner, Richard Tatz and Joel Greenspan for a great event. Fun was had by all!



Have you registered for [The Atlantic Bakery Deli Dairy Expo](#) March 30-31, 2014 at the Atlantic City Convention Center, Atlantic City, New Jersey? Visit www.abdde.com for registration, educational seminars, demonstrations, and the Cake Extravaganza. Please remember that if your vendor treated you to a "ticket" to the Expo, YOU MUST STILL REGISTER FOR THE EXPO with the information on the "ticket". We look forward to seeing you there!

Come join us on facebook at The New Jersey Bakers Board of Trade for ideas to help your business grow.

The New Jersey Bakers Board of Trade wishes you all a very happy and profitable Holiday season!

The NJBBT- "Our mission is your success."

[Click on ABDDE to go to expo website](#)



SAVE THE DATE

ABDDE 

ATLANTIC BAKERY DELI DAIRY EXPO

SUNDAY & MONDAY
MARCH 30 & 31 2014
ATLANTIC CITY CONVENTION CENTER

EXHIBITORS: WE STILL HAVE SOME PRIME SPACE AVAILABLE. CONTACT HOWARD AT 866.229.7333 OR HOWARD@ABDDE.COM

ATTENDEES: YOUR VENDORS WILL HAVE ADMISSION TICKETS FOR YOU SOON.

Like us on Facebook! Keep updated to the latest news and events!

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"OUR MISSION IS YOUR SUCCESS"

Help us help you. Come join in! Get involved so we can be the best we can be.

www.njbbt.org

Call and speak with Jay - 732.618.8963

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