



### Scottish Country Sports Tourism Group

With special thanks to the  
Scottish Countryside Alliance Educational Trust

*"You've got to provide great customer care today  
if repeat business is important to you."*

Shoot Manager, Scottish Borders

*'Repeat business is paramount to us and we are delighted that  
some of our clients have chosen to trust our services for many years.  
Indeed many of our clients have become great friends. We have been  
able to achieve this by ensuring we maintain and provide the  
highest level of customer care to our clients.'*

Robert Rattray, Partner and Head of sporting CKD Galbraith

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Realising the potential of Scotland's country sports tourism



### Scottish Country Sports Tourism Group **EXCELLENCE IN COUNTRY SPORTS CUSTOMER CARE**



The Scottish Country Sports Tourism Group  
The Croft  
Trochry  
Dunkeld  
PH8 0DY

Place  
stamp  
here



[www.countrysportscotland.com](http://www.countrysportscotland.com)

# Excellence in Country Sports Customer Care

## BACKGROUND

Never before has the art of delivering country sports experiences been so important. Faced with a world of competition from emerging and established sporting destinations, Scotland today has to make sure that it is delivering the highest possible standards of service surrounding its unique sporting products.



To assist in raising awareness and to provide tools for improving the way that sport can be delivered, the SCSTG has created an informative, educational and fun, one day training course.

## WHO'S IT FOR?

The training aims to benefit primarily Gamekeepers, Ghillies and Stalkers, however anyone involved at any stage of what we call the 'Sporting Client's Journey' will be very welcome on any of our courses, so please ask if you are not sure.

## AWARD

The training will be awarded with a recognised SCSTG certificate of attendance. The training will be promoted via the SCSTG and its member organisations.

## STRUCTURE & CONTENT

*'This Course aims to ensure that we are all able to provide world class standards of service that not only meet but add value - and preferably exceed - the expectations of our customers on a consistent basis. Taking part will enable you to review and develop your customer service skills in order that you provide a most memorable experience for everyone you come into contact with.'*  
Sarah Troughton, Chairman.

The course has been designed to allow each participant the opportunity to learn from and share personal experiences in dealing with country sports clients. With an introduction to the background of Country Sports in Scotland and identifying the needs of clients from an increasingly global market, the course is based around the 'Customer Service Journey' and the opportunities they present to add value and better service at every stage. The course also looks at various methods and practice of service recovery and getting the right message across. The aim is to provide this in an informative, educational and fun environment in the company of fellow country sports providers.

All content is specific to country sports situations making it highly relevant and beneficial to anyone involved in delivering country sporting experiences.

*"Offering quality service around my business is so important today if I want to remain an attractive and competitive option for clients."*  
Peter Swales - Sporting Agent

## TRAINING

All trainers will meet the relevant qualifications and will have significant experience in the country sports sector



## DATES

On receiving your email or postal application you will be emailed a list of scheduled course dates in different regions of Scotland to choose from.

Numbers on each course are restricted to enhance the learning environment and places will be allocated on a first come, first served basis.

## TRAINING LOCATIONS

We feel that the relevance of location is important to the quality of learning and so all courses will be delivered at country sports facilities where modern training methods and requirements can be met.

## REGISTER YOUR INTEREST

Please register your interest in this training by either completing the attached form and returning it to the SCSTG or you can email your interest to [ecsc.enquiries@cstgscotland.com](mailto:ecsc.enquiries@cstgscotland.com) The possibility of funding is available for businesses through Skills Development Scotland. More info can be found on [www.skillsdevelopmentscotland.co.uk](http://www.skillsdevelopmentscotland.co.uk)

Consequently, if you have a potential interest in this training please fill out the form regardless of where you are based so that we can give you further information and inform you of training dates in your area as they become available.



## Booking Form

For future course dates and venues in your area please complete the form below and send it back to SCSTG.

Name of Applicant

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Position held

---

Name of Estate/Provider

---

Address

---

Post Code

---

Contact Tel No

---

Applicant's Email

---

Additional Numbers: If you would like to let us know about or put forward additional individuals for this course please put their details below:

Name Tel

---

Name Tel

---

Name Tel

---

Where did you pick up this leaflet?

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Date of Enquiry

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\* Once we have received your booking form we will contact you to discuss your training requirements.

*"Clients tell us all the time how much they appreciate the priority we give to customer care and they vote with their feet by coming back year after year."* Highland Estate Owner