



CUSTOMER SERVICE

n. the assistance and advice provided by a company to those people who buy or use its products or services

Customer Service

Workbook #1

Get to Know your Customer

Greet Your Customers in a Winning Way

- Acknowledge the customer's presence
 - Within the first **10 seconds**
 - If customer waits 30-40 seconds, feels like 3-4 minutes
 - First impression is hard to change
 - Make eye contact
 - If working with customer and new one walks in excuse yourself briefly to tell the new customer you will be right with them.

Greet Your Customers in a Winning Way

- Project a professional and friendly image
 - Dress professional
 - Act alert & courteous
 - Sincere and interested in customer
 - Smile with eyes and mouth



Greet Your Customers in a Winning Way

- Create an opening for discussion
 - Don't ask closed ended questions like "May I help you?" You will get a response like, "No thank you" or "I'm just looking."
 - Only appropriate comments

Greet Your Customers in a Winning Way

- Be reassuring, but not pushy
 - It's what you say and how you say it.
 - Don't push humor too far.
 - Be sincere and honest when telling a customer they look nice
 - Positive impression created by:
 - Complementing the customer's taste
 - Assuring the customer he's the expert
 - Showing your own knowledge of purchases that are worthwhile

Greet Your Customers in a Winning Way

- Include the entire shopping party
 - Offer customer's friend a chair to sit while waiting
 - Offer kids a toy for mom to finish shopping (*Always ask permission from parents first!*)
 - Don't interfere with parent reprimanding child or couple arguing over a purchase
- *****create customer loyalty: bring the customer back to the store!**
- *****build trust: by responding to their needs and given information needed**
- *****tip: 45% of customers say they are likely to spend more if the sales associate is helpful. 18% of customers will walk out of store if they don't like the attitude of sales associate**

Be Observant

- If the customer is in a hurry you should give quick & efficient service.
- If the customer is browsing- offer service but give space to browse
- If the customer is checking price tags-make them aware of specials
- If the customer is scanning the area looking for merchandise-give directions
- If the customer is looking for/at a clock they might be in a hurry, “I’ll assist you in finding the item.”
- Difficulty deciding between items-ask questions to see why customer can’t decide, then offer additional info

Determine a Customer's Needs

- Customer's desire for a product or service can be conscious or subconscious
- They either know exactly what they want or only have a general idea
- Help with unspoken needs like explaining the warranty (extended product feature)
- Observe and Ask Questions
- Know the questions to ask to figure out wants, needs and buying motives
- Open ended questions:
 - Who, what, when, where, how, why
 - What is the special occasion?
 - Who are you shopping for?

Keep the Lines of Communication Open

- Know the questions not to ask
 - Avoid directly asking customer how much they want to spend
 - You will need to know a price range so you don't waste their time with too expensive items
- *Examples of good questions to ask include:*
- “What clothing lines do you usually prefer?”
- “What brand fridge do you have at home?”
- Avoid questions that force customers to choose options before they have reviewed them
- After you've asked a question, make sure you listen to the customer's answer
- Show interest by saying, “I know where you're coming from.” Or “I understand.”
- Know the products' price, brand, color, size which helps meet the customer's need

Fit the Products to the Customer

- Find the right fit regardless of product or service involved
- Sometimes “fit” can be a sensitive issue – be careful.
- Never react to a customer after asking what size
- Take cues (hints) from customer to find out size.
- You can ask, “Have you ever worn this brand before? What size fit the best?”
 - Bring several sizes out because brands can vary in size

Fit the Products to the Customer

- Don't judge a person or say anything about sizes being too small.
- Service Extras-they may need a different size:
 - Special-order merchandise
 - Customizing
 - Alterations
 - Accessories

Offer Alternatives

- Offer alternatives if you don't have what the customer wants (ask permission)
 - Different color
 - Comparable brand
 - Similar model
- After the customer agrees to see alternatives they will either:
 - Best case- they like the alternative – make purchase
 - Worst case- customer feels you tried to help them
- Don't spoil the customer's experience with the hard sell technique.

Offer Alternatives

- If you do not have what the customer wants, or an alternative, or you can't special order it then the last choice is to send them to a competitor.
- Call the competitor to see if they have it and give the customer directions.
- If you work in a large store and you do not carry an item in your department walk the customer to the department that does have the item