

Actions and Attitudes

Participant's Guide

PREVIEW

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PART ONE

Making Your Customers Feel Welcome

- Think of each customer as an invited guest
- Personally welcome each visitor to your store
 - Use a simple and natural greeting
- Treat the customer like YOU would like to be treated

PART TWO

Giving Your Undivided Attention

- Make people feel important – like they matter to you!
 - Stop what you're doing and help the customer
- Nothing is more important than focusing on a customer

PART THREE

Going the Extra Mile

- “Is there anything else I can do?”
 - Follow through on all your promises
- Find out what you can REALLY do to help the customer

PART FOUR

Showing You Appreciate Your Customer's Business

- Say, “Thank you!”
- Encourage your customers to tell their friends about you
 - Invite the customer back to the store

ABOUT THIS TRAINING PROGRAM

Actions and Attitudes provides participants with an insight into seeing their own actions and attitudes from the customer's point of view. After all, a seemingly innocent phone call can mean an excruciatingly long wait for a customer.

There is no sale without service. The higher level of service, the more likely you will gain a customer for life. Sometimes that may even mean making a smaller sale the first time, in order to help the customer gain trust in you and your store.

Today, more than ever, the biggest advantage one organization can have over another is its employees. This program offers participants an opportunity to develop and enhance their customer service and selling techniques by examining a host of vignettes and testimonials focusing on the basic principles of customer service.

Without these principles, many organizations will continue to provide the same "non service" that everyone else offers. By studying the video and this companion workbook, participants will have the opportunity to practice each of these principles, and learn to go beyond what the customer expects, and turn new customers into *repeat* customers.

PARTICIPANT'S GUIDE

- Summarizes each of the principles in the video
- Provides practical approaches for applying the strategies and techniques presented in the video
- Offers participants three avenues for learning reinforcement:
 - *Discussion Starters*
 - *Written Exercises*
 - *Role Playing Scenarios*

MAKE YOUR CUSTOMERS FEEL WELCOME

Discussion Starters:

1. What is the difference between treating a customer like a customer, and treating a customer like an invited guest?
2. Can you honestly say that you treat each customer that comes into your store as you would treat a guest coming into your home? If not, why not? What are some of the differences that you can work to overcome?
3. Discuss the many verbal greetings demonstrated in the video. What works for YOU? A greeting must never sound forced.

Written Exercises:

1. As a **customer**, what are some of the typical frustrations you personally encounter when shopping?

2. Why is it important to acknowledge customers from the moment they enter your store?

3. As a **customer**, what level of customer service do **you** expect from sales associates?

4. What level of customer service do you provide for your customers? Give some specific examples.

5. Do you provide the same level of service to each customer? Why or why not?

Role Playing Scenario:

- Who:* One customer; One sales associate
Where: Your store or place of business
Goal: Turn the following potential problem into a sale by using appropriate open ended questions.

A customer enters the store and begins looking around for a specific item, obviously not successful in his or her search. The customer becomes increasingly frustrated as the search continues. Sensing the customer's frustration, the sales associate approaches the customer to provide assistance. Unfortunately, the customer doesn't know the exact size, item, or part needed, because he or she forgot to write down the information.

Notes: _____

GIVING YOUR UNDIVIDED ATTENTION

Discussion Starters:

1. You are putting out stock when you hear a customer walk in. Your manager has said that the stock **MUST** be out before the Regional Manager shows up at 3:00. It is now 2:55. What do you do?
2. You are working with a customer when the phone rings. You are alone in the store. You pick up the phone, and it is another customer calling to check on a complicated order. What do you do?
3. Two customers enter the store at the same time. You are alone in the store. How do you possibly give each customer your undivided attention?

Written Exercises:

1. A customer asks what you feel is a stupid question. What do you say?

2. What are the benefits to the customer of having your undivided attention?

3. What are the benefits to YOU of giving your customer your undivided attention?

4. Can you name three things that might be more important than focusing on a customer?

5. What are a couple of phrases you use to make your customers feel important, like they are truly valued by you and your business?

Role Playing Scenario:

Who: Two customers; One sales associate

Where: Your store or place of business

Goal: Give two separate customers your undivided attention.

A customer enters the store and you begin helping him. A second customer then enters the store, and she also needs help, perhaps in a different section of the store. You are alone in your area of the store. Without getting flustered, focus on each customer's needs and give each of them the attention they deserve and require.

Notes:

GOING THE EXTRA MILE

Discussion Starters:

1. Lip service is very different than Customer Service. What are some examples of things you have promised to customers in the past that you have **NOT** made good on?
2. There is never an excuse for not doing what you tell a customer you will do. Suppose, though, that you promise something that you later realize can not be accomplished. What should you do?
3. Remember to promise only what you can deliver. What are some of the extra things you can do for customers in your store or business that will really make you stand out from the competition?

Written Exercises:

1. Write down a promise to a customer that you failed to keep?

2. What happened as a result?

3. How do you think the customer reflects upon that experience?

4. Write down an example of a time when you really went the extra mile for a customer?

5. How do you think that customer reflects on that experience?

Role Playing Scenario:

Who: One customer; One sales associate

Where: Your store or place of business

Goal: Overcome what the customer feels is a difficult situation.

A customer has purchased a large item, such as a wide screen television or sofa. Your store offers free delivery of the item, but only between certain hours, or on certain days. Your customer's work schedule prevents him or her from being at home at those times. As you discuss this, the customer gets more and more frustrated.

Notes:

SHOW YOU APPRECIATE THE BUSINESS

Discussion Starters:

1. When **you** buy something, how do **you** like to be thanked?
2. Do you feel it is appropriate in all situations to ask a customer to tell his or her friends about you and your store?
3. Can you think of a situation in which you would **NOT** invite a customer back to shop in your store? Is this the exception to the rule?

Written Exercises:

1. What are three different ways you can say "thank you"?

2. What are the names of some of your competitors?

3. Do you think these competitors are interested in taking customers away from you?

4. What are some of the simple things you can say at the end of a sale to make you and your store stand out from the competition?

5. If you have business cards, do you offer one to every customer you come in contact with? If so, what do you say when you offer the card?

6. In reference to Question 5, is your phrase focused on **YOU** or focused on a benefit to the **CUSTOMER**?

Role Playing Scenario:

- Who:* One customer; One sales associate
Where: Your store or place of business
Goal: Make a positive impression and invite the customer back to your store.

A sales associate has been helping a customer try to find a particular item. Unfortunately, you could not find exactly what the customer was looking for. As the customer prepares to leave, even though you did not make the sale today, what can you do so that the customer feels positive about his or her experience with you and your store?

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