

You Be the Detective in a Retail Setting

Before you ask "May I help you" it can be useful to quickly observe a customer's actions and body language for clues as to what they might need. Read each statement below. Read the Sales Associate responses. Match up the Sales Associate response with the statement by writing the letter of the response on the space provided.

Customer Clue	Response
1. The customer is picking up every object in a display. He is comparing the items to each other.	
2. A man is browsing and picking up items that are probably for a woman.	
3. The customer walks to one display, looks at it briefly, and then begins to leave the store.	
4. The customer keeps picking up and then putting down the same item. She seems unable to make a decision.	
5. The customer walks in with a shopping bag from your store, walks to a display and begins looking for something.	
6. The customer gets a shopping cart, pulls out a shopping list and begins going up and down each aisle slowly.	

Sales Associate Responses

- A. "I'm sorry you didn't find what you were looking for...perhaps I can help?"
- B. "We just got those in - aren't they great?"
- C. "Can I help you with a return or exchange?"
- D. "Looks like you are considering a gift- is it for a special occasion?"
- E. "Let me know if you need help finding anything."
- F. "You seem undecided...have you used that product before?"

Source: *Retailing Smarts Workbook 1: Get to Know Your Customer*, p. 27-28- accessed in *Customer Service Training Curriculum (Montgomery Works Sales and Learning Centre- revised 2006)* p. 1:45