



CUSTOMER SERVICE

Great customer service is critical at all times. This includes both how you interact with your customers, and the presentation of your store. A clean, attractive, and well-organized store and pleasant and helpful interactions make your customers feel welcome and appreciated. Customers remember good service. Even small gestures like greeting your customers and asking questions can be invaluable and make them more likely to come back.



Be friendly Greet your customers, provide assistance, answer questions, and be responsive! This includes how you interact with customers over the phone.

Say hello promptly welcome customers to your store. A greeting, direct eye contact and a friendly smile can go a long way.

Develop relationships with customers Gaining and maintaining customer loyalty and building a rapport with your customers is an integral part of selling. Learning and using customer names will make them feel more at home, and more likely to frequent the store.

Listen to your customers Dealing with difficult customers can be hard. Be patient, listen to their complaints, and show that you genuinely care and want to fix the problem without blaming or scolding them.

Create a good atmosphere



- First impressions are critical. A **clean, attractive, well organized store** inside and out, gives your customers a sense of security and enjoyment in shopping there, making them more likely to return.

- Make the store a **comfortable and enjoyable** place to be. Good lighting and a pleasant temperature drastically improve their shopping experience. Lighting also helps highlight your products and contribute to the customers overall experience.

Ask for feedback Getting feedback is vital for providing products your customers want to purchase. It can help you not only improve your sales techniques, it can help you identify ways to improve current products and services, and make your customers feel valued.



Say thank you!

These small efforts will go a long way in attracting new customers and keeping your old ones!



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Smile

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Say hello

Listen to
your
customers

Say thank
you!

Ask for
feedback

Develop
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with your
customers

Good atmosphere
Clean, attractive, well
organized store