Unit 2:

Meeting the Customer's Needs

Personal Goals & Ideal Jobs

Name:______________________________

Date: ______________________________

Instructions: Write your answers to the questions below. Your instructor will tell you how much time you have to write. Check your writing for grammar, punctuation, and spelling.

1. Where do you see yourself in five years?

2. What steps can you take now to help yourself achieve your 5-year goal(s)?

3. What are your ideal jobs, and why?

Fit the Products to the Customer

Instructions: Read the article below. Do not use a dictionary. Instead, try to figure out the meanings of new words by reading the other words around it.

Finding the right fit is essential to customer satisfaction. A person shopping for new appliances for an apartment may need a stackable washer and dryer rather than a large, side-by-side set. A parent looking for jeans for a child may prefer a slightly oversized fit to allow room for growth. Your job is to ask questions to help define the right "fit" and then provide options that will meet those needs.

Sometimes fit can be a sensitive issue. If you are selling clothing or shoes, you eventually have to ask, "What size?" This is a very personal matter. Never react in a judging way and never <u>contradict</u> the customer. If the customer is uncomfortable giving you a direct answer, think of <u>alternative</u> ways to help.

Take your <u>cues</u> from the customer…

Often, it's best to let the customer volunteer size information. Ask her first if she would like you to bring her items to try on. If she answers "Yes", ask what sizes she would like to try. You could even suggest that the sizes vary between brands and offer to bring several sizes. Give her information that will help her narrow her search. For example, let her know that a brand she has selected runs small, long, or wide, and offer to show her brands, styles, or sizes that might fit her needs.

If a very large man is looking at a chair that may be too small to support him, would you rush and grab it to stop him from sitting in it? Of course not. But you could ask questions that would help you better understand his needs: Is he looking for himself or for someone else? Will the chair be used daily or only occasionally? What is the decorating style of the home? What you learn will help you suggest some models that suit his specific needs, including <u>durability</u> if the chair is for him.

Service extras…

Fitting a customer with merchandise just right for his needs may take more than just getting the customer to consider a different size. Some customers may need special-order merchandise, <u>customizing</u>, <u>alterations</u>, or <u>accessories</u>. A smaller than average person may need the sleeves shortened on a new jacket. A new truck owner may need rubber floor mats instead of carpet. A customer who buys a cell phone may need to buy a special plan that allows him to travel overseas. If you take time to understand your customers, you can make suggestions. However, don't assume you know what they want – ask questions. The new truck owner may be using his truck to drive to his office, not to a construction site! Mention any additional services you can provide to help meet your customer's needs. Then let the customer tell you what he needs. Here is when it really <u>pay off</u> to be a good listener.

Article adapted from <u>Retailing Smarts, Workbook 1: Get to Know Your Customer</u>, pp. 40-41

Fit the Products to the Customer: A Second Look

Instructions: After reading the article, answer the following questions with a partner.

1. Some important words in the article are underlined. Without using a dictionary, take a guess at their meaning. Try to think of other ways to say each of the words in English and write them below:

contradict ____________________ customizing ____________________

alternative ____________________ alterations ____________________

cue ____________________ accessories ____________________

durability ____________________ pay off ____________________

2. Fit and size are topics that can make people feel uncomfortable. Based on the reading, write three suggestions for sales associates when talking about size with a customer. One example is done for you:

Example: Never contradict the customer about his size.

a. ____

b. ____

c. ____

3. What are three extra services you may be able to offer to your customer, in order to provide a good fit?

a. ____

b. ____

c. ____

4. Re-read the last three sentences of the article. What should you do after you ask questions and mention additional services to your customer?

____

Fitting Clothing

Instructions: Choose an expression from the box to match each of the situations below.

Excuse me, sir. Can I help you find a size?
Are you looking for yourself, or for a gift?
I'm not sure. Let me check for you.
Let me show you to the Misses department.

1. A very tall woman is looking at a blouse in the petite section. What could you ask?

____

2. A short and slender man is browsing in the menswear department. You think that he should look in the Young Men's department because the men's pants will be too big. What could you ask?

____

3. A young woman is shopping in the Career Professionals section. She wants to find a T-shirt to wear to a party on the weekend. What can you say?

____

4. A large man asks you if you have any pants in a size 32 waist. What should you say?

____

Thought Groups and Focus Words

Instructions: Read the following sentences and questions. Underline the focus words or syllables. Put an arrow where you think you should pause. Then, practice saying the sentences and questions. Pay attention to the thought groups!

Example: Good afternoon, Sir. ⇑ How may I help you? ⇑

1. Excuse me, Sir. Can I help you find a size?

2. Are you looking for yourself, or for a gift?

3. I'm not sure. Let me check for you.

4. Do you prefer shoes that slip on, lace up, or have Velcro closures?

5. Will you be wearing these shoes mostly on carpeting, or on slippery surfaces such as wood?

6. What are your ideal jobs, and why?

7. This Italian sausage is very good. What's the special occasion?

Sizing Up Your Customer

Instructions: Work with a partner or two. What questions could you ask the customer in these situations? Then, one person in your group should write the answers.

1. A customer is searching for panty hose and you want to help her select the right size. Since panty hose is sized according to height and weight, it would be insensitive to simply ask "How much do you weigh?"

Instead, you might say:

____

____

____

2. A customer is looking for Italian sausage in your specialty foods store. She does not yet have any other items in her grocery basket, so you can't guess what she is planning to prepare. You don't know if she is shopping for her family's dinner, or for a dinner party with a lot of guests.

You might say:

____

____

____

3. An elderly woman is looking for comfortable shoes. She needs a good fit, but you also want to be sure that she chooses shoes that she can put on easily and ones that provide good balance.

You might say:

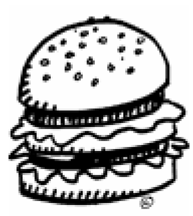
____

____

____

Adapted from Retailing Smarts, Workbook 1: Get to Know Your Customer, pp. 42-43

Burger King Menu



Main Menu
- Whopper
- Whopper with Cheese
- Whopper Jr.
- Hamburger
- Cheeseburger
- Double Cheeseburger

Side Dishes
- Medium French Fries
- Large French Fries
- King French Fries

Beverages
- Small Soda
- Medium Soda
- Large Soda
- King Soda
- Milk
- Juice

Desserts
- Apple Pie
- Cherry Pie
- Hot Fudge Sundae

Combo Meals

Combo #1:

Double Whopper
Large French Fries
Apple Pie
Large soda

Combo #2:

Whopper with Cheese
King French Fries
Apple Pie
Medium Soda

Combo #3:

Double Cheeseburger
Medium French Fries
Apple Pie
King Soda

Speak, Listen, and Learn

Note to Instructor: If you have permission, use All Star 4, pp. 136-137, for this activity.

Describe the Merchandise

Which words can you use to describe which products?
Match the list on the right to the products on the left.

<table>
<tr><td>

Crackers</td><td></td><td rowspan="4">whole-wheat

size 10

wool

turtleneck

low salt

lace-up

silk

16 oz package

leather

dry clean only

hand wash

fancy</td></tr>
<tr><td>
Dress Shoes</td><td></td></tr>
<tr><td>
Sweater</td><td></td></tr>
<tr><td>

Evening Dresses</td><td></td></tr>
</table>

Know Your Features and Benefits

Instructions: Look at the item your instructor gave you. Work with your group to fill out the chart with the features of that product. Then, discuss the possible benefits of those features. Choose someone in your group to describe the item for the class!

Product ___________________________

Feature category	Feature examples
Function	
Size	
Material	
Brand	
Price	
Style/Model	

Benefits:

The ClearTone 500

Instructions: Read the advertisement below. Then, work with a partner to answer the questions that follow.

The ClearTone 500 will improve your or your loved one's life! This 5.8 gigahertz cordless is lightweight, portable, and – at $49.99 – surprisingly affordable. Features include customizable ring tones, flashing ring indicators, and background noise reducers, specially designed for those with hearing difficulties. It's available in black, white, and silver, colors that make it an attractive addition to any room in your home. And this offer comes with our exclusive money-back guarantee. Order yours while they last!

1. What product is the ClearTone 500? ________________________________

2. What are some the features of the ClearTone 500? ______________________

   ____

3. What are some of the benefits of the product? __________________________

   ____

4. Do you think this ad is persuasive? Why or why not? Give examples from the ad to support your opinion.

   ____

   ____

Writing Practice:

Write an ad for a product you have in your home. Describe the features and benefits of the product – try to make your ad as persuasive as possible. Just like the ad above, do not say what the product is (for example, a telephone, a toaster, etc.) Just describe the product well and let your classmates guess the product when they hear the ad.

READING LABELS

100% LINEN
MADE IN USA
DEPT# 384
ITEM# 17760
STYLE# 55053N
SEE REVERSE

MACHINE WASH
WARM
SEPARATELY
TUMBLE DRY
MEDIUM

1. What is the fiber content of product?
2. What is the country of origin?
3. How should you care for this product?
4. Can you put this in the dryer?

Nutrition Facts

Serving Size about 3 Tbsp (unpopped) (38g)
Servings Per Bag about 2

Amount Per Serving	As packaged	Per cup popped
Calories	130	25
Calories from Fat	40	5
	% Daily Value*	
Total Fat 4.5g	7%	1%
Saturated Fat 1g	4%	0%
Cholesterol 0mg	0%	0%
Sodium 390mg	16%	1%
Total Carbohydrate 24g	8%	1%
Dietary Fiber 5g	19%	3%
Protein 4g		

Vitamin A 0% • Vitamin C 0% • Calcium 2% • Iron 4% • Sugar 0%

0 76150 20219 9

INGREDIENTS: Popcorn, Partially Hydrogenated Soybean Oil, Salt, Butter, Natural and Artificial Flavors, Annatto Color.

Light Butter microwave popcorn 130 calories, 4.5 grams fat: Regular Butter microwave popcorn 170 calories, 11 grams fat per serving.

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300 mg	300 mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

5. What is the highest-percentage ingredient in this product?
6. How many calories are in each serving of this product?
7. Is there vitamin C in this product?
8. How much fat is in this entire package of food?

From CRISP Retailing Smarts Series, <u>Workbook 5: Explaining Features and Benefits</u>, pp. 14-17.

Asking About Products

What product does your partner have? ______________________________

Write three questions you can ask your partner about this product:

1. ____

2. ____

3. ____

Report what you learned to the class. Write new vocabulary here:

Role Play Peer Evaluation

Instructions: Read the following lists of appropriate behavior for the Sales Associate in the Features and Benefits role play. Then, watch your classmates perform the role play. Use the lists to guide your comments and suggestions. You **do not need to write** your comments.

Sales Associate	
It is appropriate to:	*It is inappropriate to:*
Smile.	Stand too close to the customer.
Be polite and friendly.	Touch the customer.
Be professional.	Speak unclearly, too fast, or too quietly.
Speak clearly.	Be pushy.
Greet the customer promptly.	Chew gum, eat, or drink.
Make eye contact.	Say things that are too personal, casual, or rude.
Talk about the features and benefits of the product.	Forget to mention important features or benefits.
Use open-ended questions to get a good fit.	Use too many dead-end questions.
Be sensitive to matters of size and fit.	Contradict the customer about size.
What did the sales associate do well? What could the sales associate improve? What did the customer do well? What could the customer improve?	

Buying Breakfast

Susan and James are newlyweds. They needed to go grocery shopping together for the first time. They needed to compare the products that were available.

Both Susan and James like to eat cereal for breakfast, so they needed to buy some milk. They stood in front of the refrigerator case and looked at the milk.

"Wow, there are a lot of choices" said Susan. "Which one do you prefer?"

"I prefer to buy a bigger carton. I think it's a better value" said James.

"Well, this one is bigger than that one."

James looked at the large cartons. "But there are three kinds of milk in this size. What kind of milk do you prefer, Susan?"

"Hmm. This one is low fat, but that one has extra vitamins. The other one is lactose free. Which one do you think is healthiest?"

James looked at Susan. "I'm not sure. Which do you prefer?"

"I think we should go with the one with extra vitamins. It's the healthiest." said Susan.

Next, they moved to the cereal aisle. It seemed like there were hundreds of brands of cereal!

"What type of cereal do you prefer, James?" asked Susan.

"Well, I usually like to buy healthy cereal".

Susan picked a box from the shelf and looked at it. "I'm not sure if this is healthy or not." She looked confused.

A sales associate noticed Susan and James. "Hi, can I help you?" she asked.

"We are looking for some cereal," James said.

"What kind of cereal do you like?" asked the sales associate.

“Some sort of healthy cereal,” James told her.

“But we don’t want to pay too much.” added Susan.

The sales associate pulled a box from the shelf. “This one has a lot of fiber, but that one has less sugar”.

“Hmm. Do you think the first one is more nutritious than the other one?” Susan asked.

“Well, they are both nutritious, but in different ways,” said the sales associate. “And neither one is expensive.”

“Which one do you prefer?” said Susan.

“No, which one do **you** prefer?” said James.

Making a Suggestion

Sales Associate: Good afternoon! Welcome to ____________________. Are you looking for something special today?

Customer: Well, I'm mainly ____________________. Thanks.

Sales Associate: Ok. _______________________if you need any help.

Customer: Actually, I am having _________________ deciding what to buy my daughter for her _______________________.

Sales Associate: Oh, ____________________! _____________ is the shower?

Customer: Thank you. It's in two weeks.

Sales Associate: I see. ______________________?

Customer: I'm trying to decide between that MP3 player and the Sony digital camera. She needs both of those things for her honeymoon.

Sales Associate: Where is she going?

Customer: Mexico.

Sales Associate: ______________! Well, both of those _____________ are ____________________. They're ______________ and both will help her enjoy her honeymoon. However, _ ______________________ the digital camera. It is _____________________________________ the MP3 player, but Sony is a more _______________________. This ____________ takes high quality photos and even records movies. Also, the camera is something that your daughter and her new husband can enjoy _________________.

Customer: Hmmm. ___________________. Maybe I will get the camera. Thanks.

Sales Associate: __________________________.

Mystery Shopper 2

Instructions: Go to any retail store. Observe the sales associate. Allow the sales associate to greet you and ask about an item that you are interested in. You do not have to buy anything!

This time, pay attention to how the sales associate is *dressed*. Also, pay attention to how the overall customer service experience made you *feel*. Afterwards, write about your experience below.

Name: ______________________________

Store: ______________________________

Date: ______________________________

1. What was the sales associate wearing? Did he or she appear professional? Why or why not?

2. What did you ask the sales associate? What questions did the sales associate ask?

3. Describe how the overall customer service experience made you feel. Was it, overall, a positive or negative experience? Why?

4. What did the sales associate do well? What could he or she improve?

5. What would you do differently when you are a sales associate?