



RESPONDING TO CUSTOMER SIGNALS

Check (✓) the box next to the response you think would be most effective for closing the sale in the following situations.

1. The customer has looked at several watches and seems to favor one. She tries it on, even sets it to the correct time. She asks if the band can be changed to another style; you show her the options and she likes one.

Sales Associate Responses:

- "Do you want to look at any other styles?"
- "Will that be cash or charge?"
- "Shall I go ahead and replace the strap for you or do you want to keep both styles for different uses?"
- "We'll be having a special on watches next month."

2. The customer returns to the store for a second time in one day to take another look at a bicycle for her child. She says she has decided to take it and asks if someone can help her get it to her car.

Sales Associate Responses:

- "Yes, I'd be happy to carry it out for you. After you left, I remembered we had another style you might be interested in; do you want to see it?"
- "Yes, I'd be happy to carry it out for you. You've made a great choice and I'm sure your daughter is going to love this one!"
- "Yes, I'd be happy to carry it out for you. It's a good thing you came back; I had another customer come in after you who was pretty interested in this one."
- "Yes, I'd be happy to carry it out for you. Will that be cash or charge today?"

CONTINUED

CONTINUED

3. The customer has asked a lot of questions about VCRs and told you what he is looking for. You excuse yourself for a few minutes to take care of something else while he reads the warranty for the one that best fits his needs. When you come back, he still seems a little unsure.

Sales Associate Responses:

- “Thanks for your patience while I helped that other customer. As you can see by the warranty, if anything goes wrong in the first year, we’ll fix or replace it. That includes the automatic programming feature you were asking about, and the universal remote that will solve your clutter concern. I think it is our best model for your needs.”
- “Thanks for your patience while I helped that other customer. You still seem to be considering. Can I show you anything else?”
- “Thanks for your patience while I helped that other customer. Did I mention that we only have a few of these left? I’d hate for you to miss out on this great opportunity.”

4. The customer has tried on a pair of shoes that are discounted for end-of-season closeout. She obviously likes them but expresses concern that she won’t really be able to use them until the season changes again.

Sales Associate Responses:

- “Oh, I think you could wear them this season—I would!”
- “Well, we just got a shipment of new shoes for this season. Would you like to look at some of those?”
- “It’s true you probably won’t wear them right away. But because they are a classic style, you really can’t go wrong buying them on sale and hanging on to them until next season.”
- “These are the only pair left in your size. If you really like them, it might be worth it to buy them now and put them away for next season.”

Compare your answers to those in the Appendix.