

# Workbook 4-Answer Key

## Appendix to Part 1

### Comments & Suggested Responses

#### *When to Follow Up*

Your ideas may be somewhat different from the suggestions here, based on your own experiences and perspective. The important thing is to match your follow-up technique with the needs and preferences of each customer.

#### SITUATION

#### FOLLOW-UP

Your customer comes in every few months to see if you have any new neckties from his favorite designer.

Write him a note to let him know that you are expecting a new shipment in a week. Offer to hold some for him if he calls you with color preferences.

1. Your customer has purchased an entertainment center and asked to have it delivered and set up in her home.

Call to see if the furniture was delivered on time and assembled to her satisfaction. Ask if she was happy with the service. Thank her again for her business.

2. A customer recently returned a golf bag because it did not have all the features he wanted. You have just found one in your catalog that might fit his needs.

Send him the catalog (or a copy of the product information and a picture) with a note that says you thought of him when you saw this item. Offer to order one for him if he is interested.

3. The customer has been waiting for some specific new books to become available. They have finally arrived.

Call the customer to let her know the books are now available. Offer to have them delivered directly to her home or put them on hold for her if she'd prefer.

4. A customer has been in several times to look at wallpaper and has taken samples home but can't decide. You just found out one of your suppliers is sponsoring a wallpaper clinic, to be conducted by a noted decorator.

Send the customer a flyer about the clinic with a handwritten note that says the decorator may be able to help her with her wallpaper decisions. Suggest that you can reserve her a place in the clinic and ask her to call you if she is interested.

## Appendix to Part 3

### Comments & Suggested Responses

#### *The Art of the Card Exchange*

Only the examples which are checked (✓) follow the proper etiquette for requesting or offering business cards.

- Sales Associate:** “I’ve enjoyed helping you select a wedding gift for your nephew, Mrs. Allen. Here is my business card in case I can be of any further assistance. Feel free to call me directly if you have any questions or special requests. Thank you, and enjoy the wedding!”
- Sales Associate:** “Well, if you change your mind and do want some help, here’s my card. Just tell the other sales people that I am already helping you.”
- Sales Associate:** “I’m glad I was able to help you find what you needed today. Here are a few of my cards—be sure and tell your friends and family about me.”
- Sales Associate:** “I’m sorry we don’t carry that brand, but I think you’d be just as happy with the new model we have on order. If you have a business card, I could call you when it comes in.”
- Sales Associate:** “I agree you should give this some more thought if it is not exactly what you had in mind. Here is my card in case you think of any additional questions. In the meantime, if you’d like for me to keep an eye out as we get new shipments, I’d be happy to take your number and call you if I spot anything closer to your description.”
- Sales Associate:** “We don’t have business cards here, but if you’ll give me yours I will call you whenever something interesting comes in.”
- Sales Associate:** “I’m sorry I don’t have a personalized business card to give you, but I’ve put my name, phone number, and the hours you can reach me on your sales slip—don’t hesitate to call me if you have any questions about your new purchase.”

*confidential*

### Client Profile

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Birthday: \_\_\_\_\_

Work: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Restrictions/Requests: \_\_\_\_\_  
\_\_\_\_\_

Personal Profile (preferences, sizes, etc.): \_\_\_\_\_

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\_\_\_\_\_  
\_\_\_\_\_

Buying History: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Recent Requests/Status: \_\_\_\_\_

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