

## Answer Key for Workbook 1 Questions

### Appendix to Part 2

#### Comments & Suggested Responses

##### *You Be the Detective*

The customer is picking up every object on one particular display, seemingly comparing the items to each other. B

A man is casually browsing and picking up items that might be for a woman. D

The customer heads straight for one display, looks briefly and then begins to leave the store. A

The customer keeps picking up and then putting down the same item, seemingly unable to make a decision. F

The customer walks in with a shopping bag from your store, goes directly to a particular display and begins searching for something. C

The customer gets a shopping cart, pulls out a shopping list and begins going up and down each aisle slowly. E

#### Sales Associate Responses

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

## Appendix to Part 3

### Comments & Suggested Responses

#### *Opening Doors with Open-Ended Questions*

Your answers will probably vary from the suggestions provided here, but check to be sure your responses are open-ended questions that invite customers to “tell you more” about their shopping needs and preferences.

Dead-End	Open-Ended
<ul style="list-style-type: none"> <li>➤ Did you see our coupon specials?</li> </ul>	<p>What brings you into our store today?</p>
<ul style="list-style-type: none"> <li>➤ Do you like 100 percent cotton?</li> </ul>	<p>What fabric content do you prefer?</p>
<ul style="list-style-type: none"> <li>➤ Do you prefer do-it-yourself assembly?</li> </ul>	<p>How do you feel about do-it-yourself assembly?</p>
<ul style="list-style-type: none"> <li>➤ Is this all for you today?</li> </ul>	<p>What else can I help you with today?</p>
<ul style="list-style-type: none"> <li>➤ Have you read this author before?</li> </ul>	<p>What kind of reading material are you looking for?</p>

## Appendix to Part 4

### Comments & Suggested Responses

#### *Encouraging Conversation*

Your answers will probably be different from these examples, but they should be worded so that customers will feel comfortable discussing their needs with you.

#### Customer

#### Sales Associate

- |   |   |
|---|---|
| 1. "I was hoping you had some new items for my collection." | Oh, you collect these! Aren't they great? And we are getting a new shipment this week. Which ones do you need to round out your collection?   |
| 2. "I'm looking for a hair dryer."                          | Are there any particular features that are important to you?  |
| 3. "I need a birthday present for a co-worker."             | Great! Is this going to be from the group or you personally? Did you have anything special in mind? Tell me a little about your colleague...does he or she have any hobbies or collections? |
| 4. "I'm just looking, thanks."                              | No problem...enjoy yourself and let me know if I can be of any assistance. You look like a baseball fan...do you think they'll win the game tonight?  |
| 5. "I need a better tennis racket."                         | I'm working on improving my game too. What are you looking for from a new racket? What don't you like about the racket you are currently using?   |
| 6. "I need a new shirt."                                    | I'd be happy to help you select one...what type of shirt do you have in mind? Is this for a special occasion? What brand of shirts do you usually buy?                                      |
| 7. "Where is the perfume department?"                       | It's near the mall entrance to the store. I'm headed that way myself, I'll show you. Are you shopping for yourself or a gift?   |

## Appendix to Part 5

### Comments & Suggested Responses

#### *Sizing Up Your Customer*

**Situation 3:** A middle-aged man is looking for new seat covers for his 20-year-old car. Your store carries inexpensive vinyl seat covers, expensive sheepskin covers, and several options in between, but you don't know what he has in mind. In fact, you don't know if he is the proud owner of a "classic" or just trying to keep his old "clunker" going.

**You might say:**

"That car must be a classic...are you the original owner?" or "Do you use this car to drive to work?" or "How often do you drive this car?"

**Situation 4:** 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 or whether she is shopping for a simple family dinner or a dinner party with lots of guests.

**You might say:**

"We have several types of Italian sausage...what are you preparing?" or "How many people are you feeding?" or "My mother always uses this in her lasagne...are you fixing a favorite family recipe?" or "This is so good...what's the occasion?"

# Appendix to Part 6

## Comments & Suggested Responses

### *Case Studies*

#### Case 1: The Software Solution

- Tell Jacob you will call him as soon as the new shipment arrives and put one on hold for him. Who knows, it might even come in later today!**

The choice above would not be the best option for Jacob—he only has two days to get his taxes done and cannot wait for the new shipment, especially since you don't know exactly when it will arrive.

- Ask Jacob what he read in the article that made this program seem ideal for him. Find out more about what he is looking for and see if you have another program in stock that would fit his needs. If not, call the competition.**

This solution is probably the best choice, since Jacob has only recently decided to try using a software program and may not be determined to use only the one he's read about. You may be able to help him pick another program that will work just as well, saving him the time of looking further.

- Call the competition—this man is in a panic and must have that program pronto!**

If Jacob is insistent about buying only this particular software program, then this might be the right solution. However, if the program is popular, chances are he may not be able to find it at another store at this time. Better to try and help him pick an alternative if an acceptable one is available.

#### Case 2: The Burner Issue

- Tell her that the competitor's store may have it in stock, but that she can special order it if she is not in a hurry.**

Find out if she is in a hurry before volunteering the information about the competitor.

- Tell her you don't stock that part and refer her to the competitor's store.**

Since she appears to be getting ready for spring chores, rather than an immediate event (paint, seeds, etc.) and she obviously likes shopping at your store, there is probably no reason to send her to the competition.

- Tell her that you would be happy to special order the part for her and it will arrive in about a week. Then ask if that is soon enough. If she says yes, proceed with the special order.**

This is probably the best solution, based on what you currently know about this customer. If she says she can't wait a week, then of course you should tell her about the competition. But if she is not in a hurry, she will appreciate that you are willing and able to place a special order for her.