

Workbook 2-Answer Key

Appendix to Part 1

Comments & Suggested Responses

The Matching Game

Customer Situation

**Letter of
"Matching Kindness"**

Customer is loaded down with several bags of already purchased items.

B

Customer buys something that is large, bulky or heavy.

G, E

Customer is hesitating over a purchase.

A

Customer is in no hurry, just wants to browse.

I

A customer is accompanied by an elderly person who appears frail or confused; the companion may appear impatient about waiting.

C

An elderly customer with limited mobility.

F

A person traveling on business or vacation.

H

A mother with a fussy infant.

D

Appendix to Part 5

Comments & Suggested Responses

Provide Balanced Service

1. You should:

- Offer to call the phone customer back so you can continue asking the in-store customer more questions.
- Ask to put the phone customer on hold and then go back to the in-store customer to see if she needs any help yet.
- Help the phone customer now, allowing the in-store customer to browse on her own for awhile.

Your in-store customer is probably sending you non-verbal clues that she wants to look around. Give her some time to explore your store or department while you help the phone customer, but keep an eye out for any signs that she has a question or needs some assistance.

2. You should:

- Ask to put the caller on hold and check on her request as soon as you are done with your current customer.
- Explain that you're really busy with other customers at the moment and offer to call her back. This would require stopping what you're doing and writing down her name and phone number.

This is probably the best option in this situation. Just be sure to excuse yourself to the in-store customer you are helping, assuring that customer that this will only be a momentary interruption. Also, make sure you repeat back the name and phone number and tell the phone customer how soon he or she can expect you to call back. This provides balanced service to all customers involved.

- Stop what you're doing and go check on her item immediately, since it won't take long and the phone customer sounds stressed.

3. You should:

- Offer to call back and discuss the sale item as soon as you are done helping the in-store customer.
- Ask to put the caller on hold while you check on the sale item, stopping on the way to assure the in-store customer you will be back with him in a moment.

Your in-store customer wants to be thorough and make a good decision; he does not appear to be in a hurry. However, since the in-store customer is close to completing the transaction, you don't want to leave him alone for very long. Give the in-store customer a few minutes to review the details of the warranty while you answer the phone customer's question. If the phone customer needs additional help that will keep you away from the in-store customer too long, offer to call back in a few moments.

- Focus on the phone customer; the in-store customer has already taken up enough of your time!

Appendix to Part 6

Comments & Suggested Responses

Full-Service Responses

Your responses will probably be different than the suggestions here, but be sure you are giving your phone customers full-service responses—consider what additional information might be helpful to them, based on their questions.

Phone Customer

Sales Associate

Can you tell me if my prescription is ready?

Yes, it is ready to pick up now if you like. If you'd prefer, we can deliver that to you by 5:00 p.m. tomorrow, free of charge.

What is your price on the Reliable Baby Monitor?

Our price is \$25, which we believe is competitive. If you find it for less, we will meet the price. By the way, we have a gift registry service in our baby department, if that would be helpful to you.

How long do custom orders take?

Normally, special orders take 2 weeks, but we can have it shipped overnight from the factory for an additional \$10.

Do your bicycles come already assembled?

You have the option of assembling the bicycle yourself or paying an additional fee to have it assembled. We also sponsor an assembly and repair clinic on Saturday mornings, if you'd just like to use our tools and have someone available to answer questions.

Appendix to Part 8

Comments & Suggested Responses

Processing Special Orders

Customer: Cramer and Associates

Address: 1004 Fifth Avenue

Phone: 445-3808

Item	Size	Quantity	Color/Finish
bookcase	extra-large	10	pine

Deliver to: Store Customer Delivery charge: \$50

Rush Order: No Yes Rush fee, if applicable: \$100

Special Instructions:

Will need to use freight elevator at customer site.
Call Rich at 445-3808 extension 103 for access to elevator (he is available 9:00 AM-5:00 PM)

Delivery Date: August 3, between 9:00 AM and 5:00 PM

Sales Associate: Camille