



“EXCELLENCE IN RETAIL SERVICE” (2 HOURS)

Does your business or organisation experience any of these?

- Lack of awareness of customers entering the premises?
- Counters being unstaffed or abandoned?
- Counter Customers being served out of turn?
- Floor Customers not being observed, acknowledged or approached?
- Customers leaving without being approached and sometimes with goods they have not paid for?
- Team members who wait for customers to approach them?
- The use of inappropriate or unprofessional customer greetings?

Would you like a cost-effective solution to this problem?

Recent research has show that the acknowledging, approaching, greeting stage of customer service is very poorly done in Australian retail businesses. Consumers have many stories of how they were ignored or treated badly. **“Excellence in Retail Service”** drills down into all aspects of this important process and educates and empowers team members to execute it accurately, sensitively and professionally. It is very effective at improving the awareness of customers at all times and of skillfully and professionally acknowledging, approaching and greeting them.

Topics include:

- The 5 sequential steps of acknowledging, approaching and greeting customers
- How to acknowledge customers
- Acknowledging other customers whilst already serving
- The keys to an effective approach
- How to approach suspected shoplifters
- The keys to an effective greeting
- Opening or closing questions
- Greetings to use and not to use

The program comes with a comprehensive workbook and contains some of the latest information on customer types, intentions and expectations and how to respond effectively and professionally to each type.

TESTIMONIAL

“I have learnt a lot about different types of customers, their different needs and expectations. I am more aware and it has refreshed my enthusiasm. 10/10!!

Team Member, Sovereign Hill, Ballarat, VIC