

 **Understand how to sell products in a retail environment.**

1. ***Know how to establish the customer’s needs.***
2. ***Greeting***: A friendly welcome to the customer, Give a sincere, welcoming greeting: “ Good morning can I help you” Look at the customer, acknowledge them and smile (if appropriate), thank them for their patience if they have been waiting, address the person by name (if you know them)
3. ***Positive first response***: Offer of help, options and/or solutions to the customer’s request. ***Negative response*** = “Sorry to keep you waiting what can I get you” ,most people these days don’t want to hear the word “Sorry”, it has become an overused word and means little, whereas a ***positive response*** could be= “Thanks for waiting, now how can I help you” (Generally when a customer enters your business they are in a neutral mood, how you react or treat them can effect this dramatically, for example a poor attitude or bad service, this could lead to them buying less, leaving or telling others of the bad service they received in your business which could affect trade and therefore profit
4. ***Engage the customer***: When communicating with the customer it is important to establish their needs, this can be achieved by listening, asking questions, showing empathy etc. e.g. “How much would you like”, “Would you like the regular mince or the steak mince”, “How are you today Mrs Smith” by complying with these simple engagement rules you can quickly established the customers’ needs and budget limitations which can help build good customer relations and help establish repeat sales.

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1. ***Know how to satisfy the customer’s needs.***

When a customer engages with you there are 3 things they may ask about you:

1. ***Can I trust you?*** Are able to sell me the products I require and at a price I can afford, not just try and sell me as much as possible.
2. ***Are you committed?*** Do you know your job, are you able to advise me on various topics, transport, cooking, storage, etc. or do you of the alternatives available.
3. ***Do You CARE about me?*** Do you value me as a customer or only interested in getting my money from me with minimum contact or service.

If you can answer yes to these 3 questions then you will show the customer that you are taking ownership of your action and are committed to providing a first class service, this is important in establishing a good relationship with all your customers which in the long term will give the business a sound customer base built on that trust and commitment.

To show the customer when dealing with them that you are committed the following are 3 scenarios’ you may wish to consider, this is known as a “Can do attitude”:

***On a request or question from a customer, if your answer is:***

1. ***Yes.*** Then use phrases like “Certainly” “I’d be delighted to….” “That would be easy to do….”
2. ***Not sure/Maybe.*** Then use phrases like “I can check into that” ”What I CAN DO….” “Let’s see how I can help” “May I ask you a few questions?”
3. ***No. Then respond with the following:*** *Good news (Bad news) Good news****, (say what you can do/explain what is not possible/give further options)*** there may be times when you have to say no to a customer, an example of this is: ***negative response*** *“Q Can I have 1 kilo of regular mince, answer, no*” you have just told the customer the bad news that you have no mince, never apologised or offered alternative whereas a ***positive response*** could be *“Q Can I have a kilo of regular mince, answer, “Oh I see there is none in the cabinet let me just go and check the fridge (Good news), on return you tell the customer there is none in the fridge, were waiting on a delivery (Bad news), But what I can do for you is give you some of our higher quality steak mince, this is slightly dearer but I will only charge you the price of our regular mince (Good news).*

***Customer: complaints and conflicts.***

As before when dealing with customer complaints and conflicts you must establish the issue of complaint listen carefully to the customer and respond in a positive and caring manner, this is when responses such as Glad, Sure, Sorry etc. can be used, (An appreciation of taking the time to give feedback/what can be done about the situation/an apology if it is needed) there may also be times when you have to say no to a customer, in these instance it is better if you refer to Company Policy or relevant legislation to minimise conflict, e.g. selling goods to an underage child.

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1. ***Know how to process and complete the sale of food and drink products***

**Communications**, this is the most important aspect when dealing with customers, so when ***wrapping up*** with your customers make sure you are clear on what happens next and ensure that the customer is happy, this can be done by ensuring the following, that you are aware of:

1. Knowing company procedures when dealing with customer and their method of payment, you need to know all methods of payment allowed by the customer, what legal tender is and how to keep payments and stock secure
2. Working within your own authority and the consequences of operating outside this, not promising the customer something you cannot deliver
3. You also need to be aware of the you and your customers basic trading rights to ensure that you are working within the law, for example The sale of goods Act or the Trades Description laws, designed to protect you and that of your customer

In summery communications is important in establishing trust with the customer, showing that as a business that you do care and wish to continue to provide a top class service, and remember that for every complaint you receive it is a golden opportunity for your business to look at its procedures to see if they could do anything different to improve their customer relations and improve the service given.

**Finally** make sure you give the customer a **spectacular close**, (Something that is meaningful to the customer to demonstrate your listening skills –parting pleasantries) e.g. “Thanks for you custom Mrs Smith, I hope your cold gets better, and I hope to see you soon”.