

Level B/Niveau B
Weekly exercise L07
Answers

Repérez les groupes verbaux **noyaux de proposition** et **compléments**, ainsi que les **impératifs** (ordre, conseil)

Adapted from : wikiHow to do anything

How to Greet Customers Arriving in a Store

1 Put a bell on the door. That way, when the customer **comes** in you **will be** able to **hear** them no matter where you **are** in the store. Even if you **are** with another client it **is** important to **make** all new customers **feel** welcome. Excusing yourself from the client you **are** with and quickly greeting the new customer **maintains** a level of professionalism. However...

2 Don't pounce on the customer when they first walk in. **Wait** for them to **take** a few steps into the shop before you **offer** to **help** them. If they **do not know** what **is** in the shop, how **will** they **know** what they **are** looking for?

3 Approach the customer. **Smile** when you **greet** people. One of the key mistakes that sales associates **make is** asking "What **can** I **help** you with today?". Asking an open ended question such as this **allows** the customer to **push** you away. A better way to approach a customer **would be** to **take** note of certain items they **are picking out** and **make** a comment such as "I've noticed you're picking out dresses, what occasion **are** you **shopping** for?". A question like this **demonstrates** that you **acknowledge** what they **are shopping** for and **allows** you to **connect**.

4 Avoid doing things that will give the consumer a bad impression, for example:

- **Looking** bored
- **Talking** with coworkers and **ignoring** customers
- **Frowning** or **acting** distracted
- **Answering** "no". Always **find** a solution to customer's queries that **will have** them **enter** the store to **find out** more. For example, if a customer **wants** a dress in a colour you **do not carry**, **help** her **find** something similar within your store in a different colour.
- **Yelling**

5 You must be able to adjust to people's needs and moods as quickly as possible. Greeting customers **relies** on the ability to quickly **analyze** how you **can help** them without **seeming** pushy or rude.

6 Offer to show them where something is if they ask you where an item might be. Do not just point somewhere and **say**, "I think they are over there." **Bring** the customer to the item, and **be prepared** to **answer** questions.