



Other Retail Tips

1, Show the customer, don't just tell them.



2, Acknowledge customers in the queue that might be waiting. Apologise and inform them that you will be with them shortly.

3, Know your stuff, try to learn as much information about your products as possible so you know more than your customer.



4, No pointing! Talk the customer through with clear instructions, ask someone to show them the way or even better take them yourself.

5, Pay attention to the details. Customers will notice when you remember things they say, or take care of their items when packaging etc.



**WHAT
IS
YOUR
NAME?**

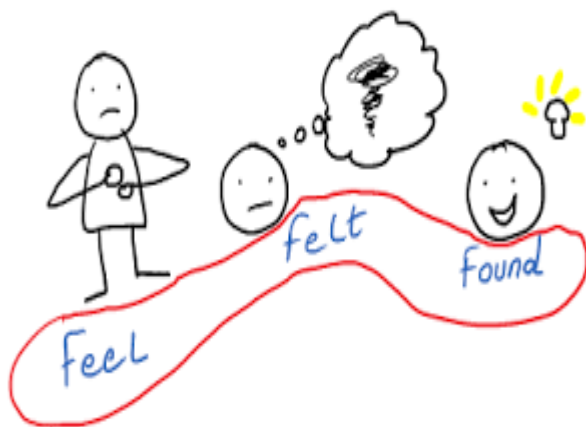
6, There is power in knowing people's names. Ask your customer their name and use it, it will help build the relationship between you and the customer.

Make sure you also have your name badge on too.



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7, Mirroring. This is basically copying your customer, not literally their every move. Use the same words and enthusiasm they are.



8. Feel, Felt, Found method- this may be a bit too much at this point but here is the link for the future [link](#).

"I understand why you feel that way."

"I had another customer who had a similar situation and felt the same way."

"We found that this worked best."

9, Don't be nervous about approaching a customer. Customers may look like they need help or not, but it is always worth checking if you can help or even a simple "Hello, let me know if you need any help today?" Keep it short, polite and relaxed, but don't avoid them.





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10, Be Aware!

You have to be present and notice what is going on in your shop, if you don't you may lose a customer.



11, Don't forget that eye contact. If you struggle with making eye contact look above their eyes.

12, Eavesdropping can help you. Now don't go listening to entire conversations but if you hear a customer mention they can't find something or that they would like something else, help them out with the information you know.



13, Finally!!! **BE YOURSELF**
It's so important to let your personality shine.