

USEFUL EXPRESSIONS TO DEAL WITH CUSTOMERS

Greetings

Hi

Hello

Good morning/evening

Welcome to [store name].

Hello, my name is [first name].

Welcome back sir/ma'am

Offer your help

How may I help you?

Can I help you find something?

Can I help you with anything ?

What brings you in to see us today ?

Are you finding what you're looking for ?

Are you looking for something specific / for a specific brand/color ?

Got any specific brand/color in mind ?

Are you shopping for someone in particular?

Are you looking for something for yourself or someone else?

I see that you have your eye on the dresses, would you like to see our winter specials?

Please let me know if you need any help.

Do you have a reservation ?

Guide your customer

I'll show you, just follow me please.

If you want to take a look around, I'll be there in a minute.

This way, please. / Follow me, please.

Under what name ?/ For how many people ?

Wait a minute, and I'll check the availability for you Sir/Madam

Your table will be ready within the next 5 minutes, would you like some drinks at the bar while waiting?.

Can I get you something to drink ?

Can I take your order please ?

Convince your customer

Check out this [product/service]

This product would be a good fit (for)...

Have you ever used/tried this or something similar?

What do you think? / How do you feel about that? / Wouldn't you say?

Would you be interested?

If you ask me... / If you want my honest opinion... / If I may suggest...

I couldn't agree with you more / You're absolutely right / I was just going to say that

Exactly / Absolutely / Sure / Me neither (negative)

Conclude a conversation

Thank you so much for shopping with us.

We hope you enjoyed shopping with us.

We hope you'll visit us again.

I hope you enjoyed your meal.

Feel free to call us anytime if you have any questions.

If a friend/family member needs something similar, we'd be happy to help.

I hope you had a nice time with us.

Hope you've had a nice time shopping with us.

Have a nice day/evening/weekend.

1. PRODUCE EXAMPLE CONVERSATION

Using the above sentences, produce a short example conversation for each of these situations. Choose the prompts that best fit the situation according to you.

Situation n°1 : You work in a ready-to-wear retail store. A customer comes in, and seems to be interested in scarfs.

Situation n°2 : You work in a luxury jewelry. A couple comes in and starts looking around. They don't seem to have any precise idea in mind.

Situation n°3 : You work in a fancy restaurant. The dining room is almost already full when a group of 8 comes in.

Situation n°4 : You work in a fast-food restaurant, today you're at the front desk. A group of 3 comes in. They seem to be a bit lost, don't look like regular fast-food customers.

Situation n°5 : You work in a bakery. A lady comes in, she thoroughly examines your window while you serve previous customers, but can't tell you what she needs when her turn finally comes. (If asked, she will tell you that she's organizing a reception and needs a large amount of varied pastries.)

Situation n°6 : You work in a men's clothing retail store, you notice a customer that no other salesperson seem to have talked to. His arms are already full with a half-dozen shirts, a few ties, and he is still browsing for more.

2. FILL IN THE TEXT WITH THE MISSING WORDS

similar - needs - held back - refund - worth the price - purchase - installments - urgency
short supply - payment - features - unaffordable - issue - discounts - product - demand

Sometimes, a customer may actually be interested in buying a (1) _____ , but might be (2) _____ due to the price.

In such a case, your first priority is to emphasize the (3) _____ of the product and prove that it's (4) _____. You can do this by comparing it to other models and explaining why the others will fail to fulfill the customer's (5) _____ .

If the cost is the only (6) _____ , you can highlight different (7) _____ options. These may include (8) _____ , payment (9) _____ or even (10) _____ options, if necessary. You can also add some (11) _____ by saying the product is in great (12) _____ and therefore is in (13) _____ .

If you feel the product is genuinely (14) _____ for the customer, then you can suggest a (15) _____ product that has a lower price. Ideally, the customer will leave the shop with a lighter wallet, but also feeling uplifted and glad about the (16) _____ .

3. TRY TALKING A CUSTOMER INTO BUYING SOMETHING

a) Classify the following words and expressions according to their goal in the context of a sale.

- may be out of stock soon (1) •
- alternative payment options (2) •
- price range (3) • • raise interest for the **product itself**
- may be of use / may benefit (4) •
- pay in installments (5) • • demonstrate the **usefulness** of the purchase
- new range of products/services (6) •
- may interest you (7) • • attract attention to the **interesting price**
- (time-limited) discount / cheaper pricing (8) •
- cheap for its price and features (9) • • stress that this is a **unique opportunity**
- innovative/new/exciting features (10) •
- limited supply (11) • • demonstrate **payment flexibility**
- value / bargain / save money (12) •
- great find (13) •
- money back guarantee/cash refund (14) •
- recently launched (15) •

b) Use the previous steps (and vocabulary) to talk an indecisive customer into buying a product from your shop.

Pretend you work in a luxury watches and jewelry shop / or in a fancy clothing shop.