**Customer Service & Sales Vocabulary**

80/20 Rule

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Assumption

Brand loyal

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Buying motive

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Complementary products

Comprehensive

Confidentiality

Consistence

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Courteous

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Cues

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Dissatisfied

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Empathy

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Irate

Layaway

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Sincerity

Spontaneity

Spouse

Subjectivity

Subtle

Tangible (product)

Target market

Trendsetter

Unintentionally

Upselling

Valuable

Verbal

Warranty

**Customer Service & Sales Vocabulary KEY**

80/20 Rule-80 percent of outcomes can be attributed to 20 percent of causes.

ADA-Americans with Disabilities Act; the law written by Congress to protect those with disabilities and which requires business to provide easy access to their business

Alternatives-items that can be offered to a customer which are similar to what they are requesting when you do not have them in stock.

Assets-anything of value which a business owns; i.e. inventory, building, cash, selling equipment & supplies, etc.

Assumption-a conclusion a person comes to based on what you heard and saw

Brand loyal-this happens when a customer comes in to a store and wants only a particular brand of merchandise

Berate- scold or criticize someone angrily

Buying motive-- the urge or motive to satisfy a desire or need that makes people buy goods or services.

Compensation-an amount of money (or goods/services) given to a customer; the term could also refer to pay for working

Complementary products-a product which goes with something that the customer is already buying

Comprehensive-covering everything

Confidentiality-keeping something private

Consistence-doing the same act over and over

Counter (an objection)-a legitimate comment made by a customer who is unsure for a reason of making a purchase

Courteous-being polite

Cross-selling-the offering to a customer of a complimentary item or a suggested item to get them to purchase more

Cues-body language or verbal statements made by a customer that confirm the sale to a sales associate

Customable-making and item for sale more personable for a customer

Customer Relationship-the feelings that a customer has about a store or sales associate and what the sales associate feels about the customer

Defensive-concern by a customer with guarding against the real or imagined threat of criticism, injury to one's ego, or exposure of one's shortcomings

Differentiate-explaining what is different between your product and someone else’s

Diminished-to reduce; make smaller

Discourteous-not being polite or courteous

Dissatisfied-a feeling that you do not like what you purchased or were treated

Eliminated-to get rid of something

Empathy- To feel and partially understand another person feelings; how to deal with an inconvenienced customer

Entitled-to feel like you deserve something when you haven’t worked for it

Equip-to furnish or provide what is needed

FIFO- First In First Out (such as with inventory)

Formal-a style for which a person would be dressed up to suit a fancy occasion

Frequent buyer programs- Program that reward customers who often buy products from same store. Ex. Frequent Shopper card.

Grievance-a problem someone has

Hard sales-pressing (forcefully) someone to buy something

Hazards-dangerous areas (i.e. broken glass on the floor, water on the floor, etc.)

Imply-to indicate or suggest something without really saying it

Impulse- Buying based on emotions and feelings.

Incentives- a thing that motivates or encourages one to do something

Incident-an accident or bad experience

Inconvenience-a circumstance or thing; something that causes discomfort, trouble, etc.

Incorporating-to include

Indifferent-not mattering one way or the other

Informal-casual

Innovative-unique

Intangible-a service

Irate- Feeling or characterized by great anger. If a customer becomes this way, you should call the manager

Layaway- is an agreement in which the seller reserves an item for a consumer until the consumer completes all the payments necessary to pay for that item.

Living Record-a document of what a customer likes, dislikes, sizes, tastes, contacts that have been made by a sales associate, etc.

Loyal customer-someone who visits a store over and over

Maneuver-change director to get around something

Maturity- Act like an adult & professional in front of customers. how to act in uncomfortable situation

Monotone-speaking quality that shows a similar sound that can be boring to hear

Nonverbal - Information that is presented through body language or hand gestures. Example: Wave, smile

Objection- An expression or feeling of disapproval or opposition; a reason for disagreeing.

Objectivity- facts, when talking about a warranty or return policy

Packing Slip-a piece of paper that comes with a shipment and which is created by a vendor

Patience- Staying calm when dealing with rude customers; how to deal with angry customers.

Perceived-what a person thinks about something which may not be based on facts.

Perishables-products that are good only for a specified period of time and then spoil

Personnel- People employed in an organization or engaged in an organized undertaking such as military service.

Perspective-a mental view of what happened

Predictability-what is likely to happened

Preference-what a person likes

Premises-the physical building or property

Price Matching- a practice in which a store promises to **match** another store's **prices** for certain products.

Price Objection- Disagreements with the price of products.

Price sensitive-a product whose sale depends on the price and price changes

Promptly-immediately

Purchase Order-a form filled out by someone who wants to order merchandise to be delivered to a store

Quality-the standard used to measure the workmanship of one product against a similar product

Quantity-the amount/number

Rapport- A close and harmonious relationship in which the people or groups concerned understand each other's feelings or ideas and communicate well.

Rebate--A return to the customer of part of the original payment for some service or merchandise; partial refund. After the purchase, the customer mails the receipt in and will at a later date, receive the refund.

Referral-the giving to a sales associate another person’s name who might be interested in making a purchase

Reliability-how good a product is; how it will hold up through wear-and-tear

Resent- Bitter indignation at having been treated unfairly. Customer may resent an employee who said they looked good but when they got home his/her spouse says “that looks terrible; its too tight. Who told you it looked good.”

Reserved-to hold back on feelings and opinions

Restitution-the giving of something in return to solve a pervious problem

Retail-a store which sells directly to customers

Sincerity- Sympathetic, honest. how to be when you apologize

Spontaneity-to act without thinking or without thinking very long

Spouse The person that he/she is married too.

Subjectivity- opinion, when talking about how customer looks in dress

Subtle-slight difference

Tangible-a product; something you can touch

Target market-the most likely customers to buy a product or service

Trendsetter-a person who uses products that are very new and for which most people don’t know about

Unintentionally-to not mean something; not done on purpose

Upselling-a sales associate who sells a slightly higher item to a customer who originally wanted a lower priced item

Valuable-a possession to keep because it has value or is high priced

Verbal cues- Information that is spoken. Example: Hi, how are you?

Warranty-given by a manufacturer to assure the customer that the product being purchase will stand up to normal wear and tear for a given period of time.