**CUSTOMER SERVICE & SALES STUDY GUIDE**

**Fill in the blanks:**

1. Make eye contact & GREET within the 1st \_\_\_\_\_ seconds.
2. ANSWER the PHONE on the \_\_\_\_\_\_\_\_ring at the latest
3. If a customer walks in and you’re helping another customer, give \_\_\_\_\_\_\_\_ contact and a greeting and let them know you will be right with them as soon as possible.
4. OPEN ended questions are the best questions. They can start with \_\_\_\_\_\_, \_\_\_\_\_\_,\_\_\_\_\_\_,\_\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.
5. CLOSED ended questions are not the best. CLOSED ended questions end with one word answers such as \_\_\_\_\_\_or \_\_\_\_\_\_.
6. Three commons ways to FOLLOW UP: \_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
7. You should FOLLOW UP on items that: \_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
8. To ensure the customer has a positive shopping experience provide \_\_\_\_\_\_\_\_\_\_\_\_\_\_ & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ service w/ a smile.
9. If they have a large party of people, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the entire shopping party by providing them with information of where a sitting area is located or where they can get a complimentary cup of coffee, etc.
10. The BEST way to sell a product is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ it!
11. The BEST way to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a customer is right then and there at that moment!
12. Customers don’t like \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or telemarketers.
13. \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ list ingredients that are in food. .
14. A sales associate should \_\_\_\_\_\_\_\_\_\_\_\_\_about, \_\_\_\_\_\_\_\_, or practice \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a product before selling it.
15. All employees should go through \_\_\_\_\_\_\_\_\_\_\_\_. .

**Multiple CHOICE:**

1. You should let customers know about (RETURN OR WARRANTY) POLICY & FREQUENT BUYER PROGRAMS at CHECKOUT.
2. You should let customers know about (RETURN OR WARRANTY) POLICY during PURCHASE.
3. PERMANENT LABELS must include fiber content in (DESCENDING OR ASCENDING) order.
4. WRITTEN RECORDS on a customer are (FOR ALL SALES ASSOCIATES OR CONFIDENTIAL).
5. The BEST way to sell a product is to show its (features or benefits).

**Calculate:**

1. Markdown (Discount)

Product cost $22.40, discount of 10%, discount is $ \_\_\_\_\_\_\_ and new sales price is $\_\_\_\_\_\_\_\_\_

1. Markup (Sales Tax)

Product cost $30.00, sales tax is 8%, tax is $\_\_\_\_\_\_\_ and sales price is $\_\_\_\_\_\_\_\_

**Two Major Types of Test Questions:**

1. WHAT SHOULD THE SALES ASSOCIATE DO **FIRST**?
2. WHAT IS THE SALES ASSOCIATES **BEST** OPTION?

**FORMS, GRAPHICS, MATERIALS YOU SHOULBE ABLE TO READ & COMPREHEND:**

1. Warranty Card
2. Return policy
3. Advertisement
4. Charts, Tables, Graphs, etc.
5. In-store signs
6. Employee rules
7. Delivery card

**CUSTOMER SERVICE & SALES STUDY GUIDE KEY**

**Fill in THE blank:**

1. 1st 30 seconds make EYE contact & GREET.
2. ANSWER the PHONE on the 3rd ring.
3. If a customer walks in and you’re helping another customer, give eye CONTACT and a greeting and let them know you will be right with them as soon as possible.
4. OPEN ended questions are the best questions. They can start with who, what, when, where, how, & why.
5. CLOSED ended questions are not the best. CLOSED ended questions end with one word answers such as yes or no.
6. Three commons ways to FOLLOW UP: direct mail, phone call, email.
7. You should FOLLOW UP on items that: are expensive, require installation or delivery, or are electronics.
8. To ensure the customer has a positive shopping experience provide alert and courteous service w/ a smile.
9. If they have a large party of people, accommodate the entire shopping party by providing them with information of where a sitting area is located or where they can get a complimentary cup of coffee, etc.
10. The BEST way to sell a product is to demonstrate it!
11. The BEST way to satisfy a customer is right then and there at that moment!
12. Customers don’t like hard sales or telemarketers.
13. Product labels list ingredients that are in food.
14. A sales associate should learn about, use, or practice demonstrating a product before selling it.
15. All employees should go through training.

**Multiple CHOICE:**

1. You should let customers know about (RETURN OR WARRANTY) POLICY & FREQUENT BUYER PROGRAMS at CHECKOUT.
2. You should let customers know about (RETURN OR WARRANTY) POLICY during PURCHASE.
3. PERMANENT LABELS must include fiber content in (ASCENDING OR DESCENDING) order.
4. WRITTEN RECORDS on a customer are (FOR ALL SALES ASSOCIATES OR CONFIDENTIAL).
5. The BEST way to sell a product is to show its (features or benefits).

**Calculate:**

1. Markdown (Discount)

Product cost $22.40, discount of 10%, discount in $2.24 new sales price $20.16.

1. Markup (Sales Tax)

Product cost $30.00, sales tax is 8%, tax is $2.40 and sales price is $32.40.