**CUSTOMER SERVICE & SALES STUDY GUIDE**

**Fill in the blanks:**

1. Make eye contact & GREET within the 1st \_\_\_\_\_ seconds.
2. ANSWER the PHONE by the \_\_\_\_\_\_\_\_ring.
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. A sales associate should \_\_\_\_\_\_\_\_\_\_\_\_\_about, \_\_\_\_\_\_\_\_, or practice \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a product before selling it.
14. All employees should go through \_\_\_\_\_\_\_\_\_\_\_to learn about products & services.

**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 $\_\_\_\_\_\_\_\_

**EXAMPLES OF THE TYPES OF Test Questions:**

1. WHAT SHOULD THE SALES ASSOCIATE DO **FIRST**? SAY **FIRST?**
2. WHAT IS THE SALES ASSOCIATES **BEST** OPTION? **BEST** RESPONSE?
3. WHICH IS THE **MOST** APPROPRIATE REPONSE? **LEAST** APPROPRIATE RESPONSE?

**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