



# Basic Customer Service Etiquette

Good customer service starts with good etiquette. Even if the day is stressful or you're dealing with a grumpy customer, it's important you maintain a positive attitude. Let these six principles guide every interaction you have on the salesfloor.



## 1. SMILE

Customers won't forget their first impression when they come in the store. Smile, make direct eye contact with the customer and make sure your appearance is neat and clean.

## 2. LISTEN

Let customers ask you their entire question before jumping in with your own comments. Make sure you understand all of their concerns and needs so you address each one.

## 3. KNOW YOUR LIMITS

There's no shame in asking another staff member for help if you don't know the answer to a customer's question. That's better than giving the wrong advice.

## 4. SHOW EMPATHY

Treat customers as you would like to be treated. If they come in with a problem to solve, try to see the situation through their eyes. When possible, relate their experience to your own.

## 5. STAY POSITIVE

Leave your personal problems at the door when you come to work. Customers will quickly pick up on a negative attitude and will assume you don't really want to help them.

## 6. SAY THANK YOU

Say "please" and "thank you" with sincerity. Always show your appreciation for each customer's business. Thank them for shopping and tell them you look forward to serving them again.