**Activity 3:**

**Read the article. Do the exercises that follow.**






**Why is Communication Important?**

It is important to leave a lasting impression on customers. One way you can do this personally is by greeting customers when they come into the store and asking them if they need help finding anything specific. However, it is important to give a customer some time before greeting them so they can arrange themselves (example: putting their keys away, taking off their jacket, etc.). The first greeting the customer gets creates their first impression of you as an employee and the store. Since you are representing the store, the way you dress and present yourself is also important. Aside from clothes, it is important to look professional. To look professional, you must take care of your personal hygiene, which includes being clean, brushing your teeth and hair, and using deodorant.

A simple "Hi" isn't the best greeting choice because it doesn't evoke any feelings of helpfulness. Personalized greetings like "what brings you in today?", "Welcome back, how have you been?" can create a relationship between the customer and associate and can make the customer feel more welcomed and open to asking for help.

It is important to be mindful of your body language and stance. Have a welcoming smile, keep your arms at your side (don't cross them) and make eye contact. Don't invade a customer's personal space and ensure you are standing upright and not slouching. It is



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also important that while you are at work, you aren't distracted by your phone or socializing with your co-workers and are giving customers your full attention. When a customer sees that an associate is busy doing something, they may be more hesitant to ask for help. When a customer does ask for help, you should be polite and try to help them the best you can.

It is also important to have a good relationship with your co-workers and managers to create a friendly work environment. You can ask co-workers for help if you are unsure of anything and for times you need someone to cover your shift. Managers are usually available and approachable to talk to about things like scheduling, concerns you may have and other matters.



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**Activity 3:**

**Answer the following questions.**

1. Why do you think it is important to leave a lasting impression on customers?

   _____

2. Imagine that you are working in a grocery store. Come up with a greeting you would use when a customer walks in.

   _____

   _____

3. What are a few things you should keep in mind when greeting or interacting with customers?

   _____

   _____

4. Why is it important to give a customer some time before offering help?

   _____

   _____

5. Give some examples of how to ensure good hygiene?

   a. _____

   b. _____

6. What could be a reason that a customer does not ask you for help?

   _____

   _____

7. Who would you ask to cover your shift?

   a. your manager

   b. your co-worker



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