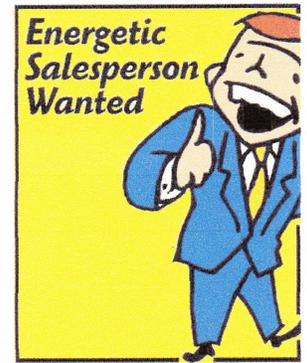


The 4 Classifications of Sales & Service Associates



In any business making the customer feel welcomed and wanted is the number one priority! When a customer feels that they are appreciated and valued when they enter a place of business, they will ultimately want to do business and will become a loyal customer. In every business there are four “classifications” of sales and service associates. As you review the below categories determine which “classification” you fit into. If you are not the “welcomer” then make a conscious effort to learn how to be the person that makes every customer who either calls on the phone or enters your store feel “special”!

1. Welcomer- A person who makes a customer feel important, appreciated, and valued as not only a customer but as a person too. This type of person makes a great first impression and establishes a connection with the customer. They engage with the customer and make them feel comfortable. This person also truly enjoys their job and is focused on providing excellent customer service.

2. Robots- This is a person who conducts their job in a “rote” manner. While this person does appreciate and value their job, they just simply “perform” their job. They are typically friendly but see each customer interaction as a task to complete instead of an opportunity. This is the most common type of sales and service associate.

3. Indifferent- This type of person is “indifferent” to their job. They typically don’t care if the customer receives great service or they see the customer as an “interruption”. This person does not try to offer assistance to customers but waits until the customer approaches them. They will answer questions and provide basic service but will not go “above and beyond” to offer assistance.

4. Hostile- This type of person is rare but they are typically people who are rude and inconsiderate of the customer. This person shows obvious signs that they see their job as just a “job” and do not do anything above what is required. After interacting with this type of person a customer will feel dismay and frustration.

“We have entered into an entirely new business era, one in which the companies that see the biggest returns won’t be the ones that can throw the most amount of money at an advertising campaign, but will be those that can prove they care about their customers more than anyone else”.

– Gary Vaynerchuk “The Thank You Economy”

-Courtesy of Shop Talk