

# MODULE – 12

## CUSTOMER INTERACTION & SERVICE

# Greeting Customer

A warm, sincere greeting will make a positive first impression and dissipate the customer's apprehension. An effective greeting should also help to identify the customer's needs, which can set the stage for making a sale.



**❑ Function:** Some customers may enter your establishment with a bit of an attitude, giving the impression that they don't want to be approached or assisted.

A warm, sincere greeting can disarm the customer and put her at ease.

A greeting also acknowledges that you are aware of the customer's presence and that you are there to offer assistance.

□ **Time Frame:** A greeting should occur as soon as you are aware of the presence of the customer.

If you make eye contact with the customer and look away, he may feel slighted and get the impression that you are not eager to help.

**□Types:** In addition to welcoming the customer, an effective greeting also helps to uncover the customer's needs.

→For example, if you work in a shoe store, say, "What type of shoes are you looking for today?" If you don't recognize the customer, you could say, "Have you been here before?"

If the answer is no, it gives you an opportunity to start a dialogue by telling the customer about the establishment and its products.

**□ Identification:** If you haven't met the customer before or know her by name, introduce yourself and offer a handshake. In many cases, the customer will offer her name in return.

**❑Warning:** Avoid using "May I help you?" or "Can I help you find something?" when greeting the customer. These phrases are very broad and do nothing to address the customer's needs.

They also give the customer the opportunity to give the standard response of "No thanks, I'm just looking," which is really just a way of saying, "Leave me alone. I don't want your help."

**☐ Treat VIPS like VIPS:** Recognize important customers when they come to call. If your business is primarily walk-in, make it a priority to learn the names of customers who return frequently or who make large purchases.

For service-oriented businesses or those that receive orders via phone, you may wish to create a paper or computer file on VIP preferences



# THE SIX WORST GREETINGS

- ✓ A stare - like employees are watching to see if you're going to steal something.
- ✓ The daze - see you. they pretend they're so busy they can't
- ✓ (As you enter a restaurant) "Just one?"
- ✓ "Can I help you"
- ✓ "Next!"
- ✓ A canned phony sounding speech.

# FORMS OF GREETINGS

You're at a trade show, conference or networking event. You find yourself face to face with someone you know is a potential customer Hello for your product or company's service.

❑ To get started, try any of these conversational openings:

➤ **Ask a question (not related to the sale):** Prospects who have been exposed to a lot of other people selling stuff--for instance at a trade show--are likely bracing themselves for a spiel about the wonderful whatever-it-is you're selling.

**Say something about the weather:** The reason people talk so much about the weather is that it's the safest topic there is. And there's almost always something to say, whether it's "What a beautiful day!" or "When will this rain ever stop?".

**Ask if they are enjoying the event:** "Are you having a good day so far?" is a safe way to start a conversation in nearly any circumstance.

**Ask about their work:** This too is a pretty safe conversation starter as most people like to talk about their jobs.

# USE OF POSITIVE BODY LANGUAGE

Body language is define as the Non-Verbal communication between two individuals or a group of individuals through physical behaviors such as limb movements, facial expression, eye movements, other bodily gestures and postures.

Following are the important features of body language.

- It is a set of involuntary actions of the body parts.
- It involves movement, especially of the body parts.
- It does not have grammar.
- It has to be interpreted broadly by other people.

# Importance of Positive Body Language

**"Actions speak louder than words".**

Our body posture, along with its movements and placement of different body parts, play an important role in letting out our feelings and emotions, even if we don't display the emotions voluntarily.

ASSERATIVE BEHAVIOUR  
NON-VERBAL COMMUNICATION.  
WORKPLACE SUCCESS.  
RELATIONSHIPS.  
PUBLIC SPEAKING.

# GOOD STANDING POSTURES

Most of the times when we meet people, we are standing in front of them. Be it a casual meeting on the roadside or meeting someone in the office or having a conversation with a friend at a party, many of the conversations in our life happens in a standing position. Following are the important postures to look for while standing and having a conversation.

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- Stand Erect
- Face the Person
- Free your Hands
- Look into the Eyes
- Move, yet mind your Limbs

# GOOD SITTING POSTURES

- ❑ **Face the Person:** Always face towards the other person while speaking. Like in standing posture, here too, try to face your heart towards the heart of the other person. Don't sit sideways unless necessary.
- ❑ **Look into the Eyes:** The second point is to maintain direct eye contact with the other person. Look into the eyes of the other person without intimidating him or her.
- ❑ **Mind Your Legs:** The third point to focus on is the movement of legs. Since legs are far away from our eyes, we usually forget to keep the legs in check. Too much leg movement is not a good sign. Juggling of the legs show lack of interest in the ongoing activity and a longing to escape from it.

❑ **Don't Slouch:** The fourth point to take care of is to not hunch or slouch while sitting. During a job interview, don't place your arms over the desk and don't lean forward.

❑ **Scream of Importance:** While sitting during any conversation, don't restrict your legs to a small space. Try to spread out your legs a little. It shows that you occupy some space and that you are in charge.



# THE PROPER HANDSHAKE

**The Equality Handshake:** the palm of either of those involved in the handshake must neither be facing down nor facing up.

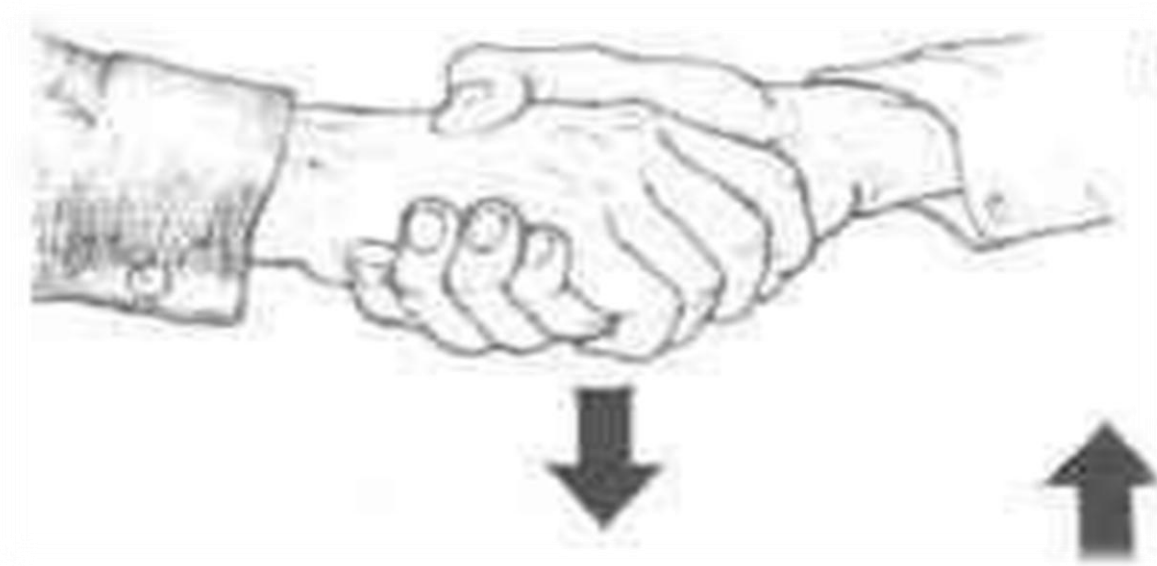
→ For a proper handshake, the palms of both the individuals must be in vertical position. Then, both the people must apply the same pressure.



## The Submissive Handshake:

The submissive handshake happens when your palm is facing up and is below the palm of the other person. This is called "palm up thrust".

This makes you look submissive. Don't let the other person get an upper hand at the handshake.



**The Dominant Handshake:** The opposite of submissive handshake is the dominant handshake. This happens when you place your arm above the palm of the other person and hence, your palm is facing down.

This is called "palm down thrust". This handshake conveys authority and dominance on your part.

Don't let the world think that you are submissive just because your palms are placed over the palm of the other person.



**The Double Handler Handshake:** When person presents you with a palm down thrust, respond with your hand in the palm up position and then apply your second hand to make his palm straight.

It is considered to be one of the most powerful handshakes in the world as it symbolizes sincerity and a strong bond between the two people involved in the handshake. This handshake is also called as the politician's handshake, since politicians use this type of handshake a lot.



**The Wet Fish Handshake:** This is one of the worst handshakes in the world. In this handshake, the hands are cold and sweaty.

This is perceived as a weak handshake and the person giving such a handshake is considered to be of weak character and to be lacking commitment.



**The Vice Handshake:** The vice handshake is another much loathed handshake around the world. This handshake is done by a palm up thrust and then a stronghold of the other person's hands followed by vigorous hand movements.

The strokes are so hard that it appears the person giving such a handshake is too authoritative and dominant.



## **The Bone Breaker Handshake:**

In the bone breaker handshake, the person giving this handshake grips the hand of the other person and grinds it with his hands. This handshake signifies aggressive personality and should not be used at all.



**The Fingertip Handshake:** One of the most hated types of handshakes is the fingertip handshake. In this type of handshake, the two people merely touch the fingertips of each other and give a very slight stroke or may even miss the stroke.





# PROPER HAND MOVEMENT

- 
- OPEN YOUR PALMS
  - UNCROSS THE ARM
  - ZERO ARM BARRIERS
  - PARALLEL OVER  
PERPENDICULAR

# CROSS LEG ETIQUETTES



1

Knees Straight



2

Knees Apart



3

Crossed Legs



4

Ankles Crossed



5

Figure Four Lock

Legs are far from our eyes and hence, there are high chances that they get ignored by us during our conversations. However, they do convey a lot of information about our emotions and feelings all the time.

## **Attention Position:**

- This posture is generally suited for situations when a person who is junior in rank is meeting a person senior in rank. This posture conveys no commitment to stay or leave.
- This posture, therefore, shows that the person is neutral towards the situation and that they have no closed or negative opinions.

# Basic Do's and Don'ts

- ❑ Care must also be taken while sitting. Many people sit by turning the chair around and sitting on it by placing the chest on the chair's frame. This is done mainly to show that the person is occupying space and is trying to be assertive, yet it gives away an altogether opposite message.
- ❑ This posture shows that the person is not confident and is trying to protect himself or herself by creating a barrier between him or her and the other person.
- ❑ Tapping of foot is also a big problem with many people that needs to be worked on. The habit of repeated foot tapping on the floor is symbolic of anxiety and impatience.
- ❑ When people wait to receive exam results or medical reports or anything that has a lot of uncertainty associated with it, they begin to tap their foot repeatedly.

# Pleasant Facial Expression

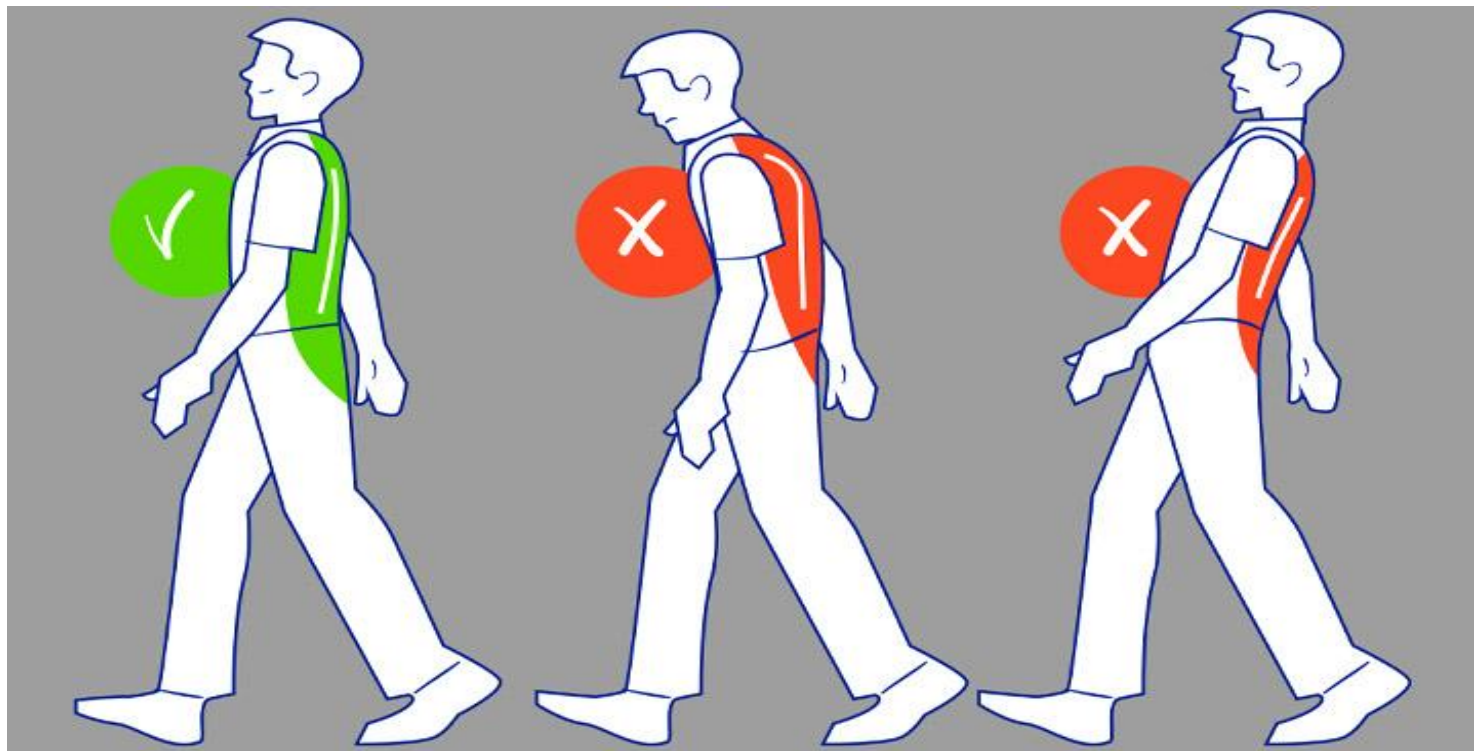
- Facial expressions do a majority of the task of conveying information to the other person. An average person may not be able to read the body language of legs or arms. But almost everyone can read the signals displayed on the face of a person.
- Therefore, it is of high importance that we maintain a good and acceptable facial expression, lest we are hated by everyone for being non-approachable.
- The first expression that everyone looks for in a person is the smile. Smile can be rejuvenating, yet deceptive at the same time.
- A woman with a tight-lipped smile that reveals no teeth is actually symbolic of her lack of interest in the conversation, although it may seem to an average person that she is engrossed in the ongoing talk.

# WALK SMARTLY

- ✓ A lot of information is conveyed not only by how you stand or how you talk, but also by how you move. The style of walking conveys a lot of information about our self-confidence and our mannerisms.
- ✓ This is one reason why the body language coaches teach walking styles to their students.
- ✓ The first thing to keep in mind is that you should not slouch or hunch while walking. The back has to be straight and the spine must be erect. Your head must be upright and your eyes must be looking at the front.

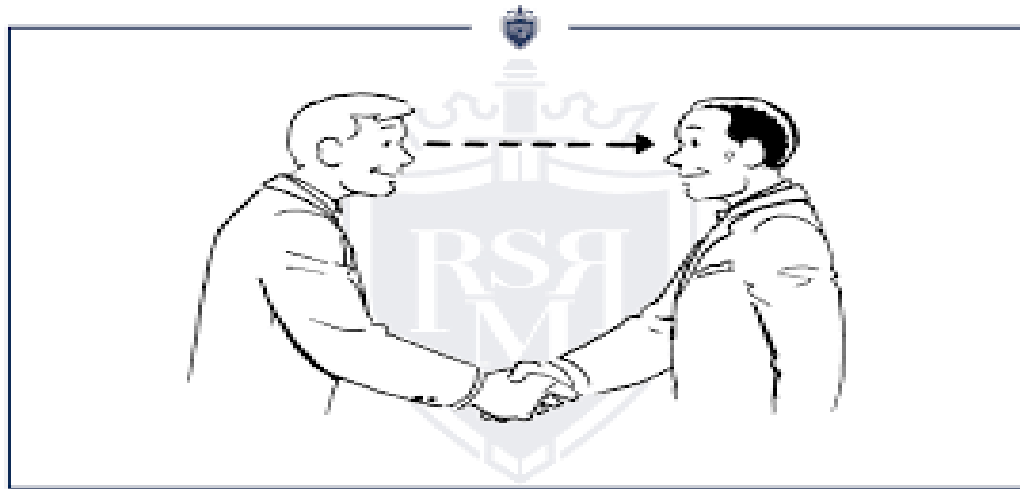
✓ The chin must be up all the time. Most people look down while walking. This is not considered to be elegant.

✓ Moreover, if you slouch or hunch while walking, you will be considered to be weak and lacking in energy and enthusiasm.



# PROPER EYE CONTACT

➤ Ear Eyes have such a huge importance in any conversation or interaction that if the language of the eyes go wrong, the entire conversation and the reputé of the person goes wrong.



➤ Eyes speak a language that is inescapable from others' eyes.



- And hence, both the parties involved make quick judgments about each other based on the eyes.
- Eyes are hence, the medium of conveying information about other people's attitudes and thoughts.
- Eye contact regulates conversation and hints about submission and dominance as well. What people notice about another when they meet for the first time are the eyes.

# MIND YOUR FINGERS

- ❑ Rubbing of Palms: The rubbing of palms against each other is perceived to be a sign of expectancy. Rubbing of palms together is symbolic of having expectation of positive outcomes.
- ❑ Thumb and Finger Rub: The rubbing of fingers and the thumb against each other shows that the person has an expectancy of getting money.
- ❑ Clenched Hands: People who stand or sit with clenched fists convey frustration. People adopt clenched fists when they are anxious, angry or fed up with something, but are trying to restrain themselves.
- The clenched fists can conceal the negative feelings of the person when the person is losing some deal or is not feeling good about his current experience.

❑ Holding Hands Back: Holding hands back is a way to show superiority, power, and confidence, and is often adopted by royal families, police force, or the military. Along with a straight back and chin held up, it shows that the person holds authority and deserves awe and respect.

➤ This posture is recommended to those people who feel tensed during job interviews

# WHAT IS THE IMPORTANCE OF PROBING?

- An effective probing question helps to get a person to talk about their personal opinions and feelings, and promotes critical thinking.
- Probing questions are typically open-ended, meaning there is more than just one response. Most probing questions begin with 'WHAT,' 'WHY' or 'HOW'

# To identify the importance of probing

**Step 1:** Asking Open Questions - Try to start with open questions about the subject at hand, as this will give you all the information you require to take the conversation further.

**Step 2:** Asking Probing Questions - These are the questions which will allow you to delve deeper into the customer's answers to your open questions, finding out the reasons and emotions behind those answers.

**Step 3:** Asking Closing Questions-Asking closes questions allows you to confirm both your own and the customer's understanding of what has been discussed in that specific line of questioning.



Thank  
You