

Assessment

Workbook 1: Get to Know Your Customer ***First Edition***

The objectives of this book are to help the user:

- Determine customers' needs by listening and asking questions
- Give customers an appropriate greeting
- Refer customers to another department or store

Assessment Questions for *Workbook 1: Get to Know Your Customer, First Edition*

Select the best response.

1. It is important to build a relationship with your customer. In the first few seconds after you notice the customer's arrival, you should:
 - A. Make sure your clothes are neat and you look professional
 - B. Find your sales book and get it ready for your next sale
 - C. Tidy up the product display before showing it to the customer
 - D. Greet the customer and make him feel welcome

2. A new customer comes into your department, but you are helping another customer. You should:
 - A. Focus all your attention on your current customer
 - B. Let the new customer wait his turn until you have completed your current sale
 - C. Acknowledge the new customer's presence with eye contact and/or a brief comment that you'll be right with him
 - D. Help the customer who looks like he will spend the most money

3. Projecting a professional and friendly image includes:
 - A. Dressing in expensive, professional looking clothing
 - B. Shaking the hand of each customer
 - C. Behaving in an alert and courteous manner
 - D. Standing behind your cash register and waiting for the customer to come to you

4. A good reason for creating an opening for discussion is to:
 - A. Break down the customer's sales resistance
 - B. Get to know what the customer wants
 - C. Convince the customer how much you know about the product

5. The best way to talk to a new customer is to:
 - A. Flatter her—tell her she has taste and looks great
 - B. Interact as if you are old friends
 - C. Match what you say and your tone of voice to her personality
 - D. Convince her that you know what is best for her to buy

6. Three ways to create a positive impression of you and the store include:
Complimenting the customer's taste; assuring the customer that he is the expert; and:
 - A. Suggesting that he buy "top of the line" products
 - B. Stating that the products in your store are far better than those in other stores
 - C. Indicating that based on your professional product knowledge, you feel his purchases are worthwhile

7. The customer has said "No, thank you" when you offered your help. Your next step is to back off for the time being, but remain alert for a sign that you are needed.
 - A. True
 - B. False

8. If the customer isn't shopping alone, you can include the rest of the party by:
 - A. Telling any children to behave themselves while their parent makes this important decision
 - B. Suggesting that the customer might want to make this shopping decision when he is alone and can concentrate
 - C. Showing some kind of service to others in the party, such as offering a chair, a cup of coffee, and so on

9. The best way to create customer loyalty is to listen carefully, respond to the customer's needs, and give good information.
 - A. True
 - B. False

10. As a customer service professional, the best way for you to remember your regular customers' interests is to keep a written record of the vital information.
- A. True
 - B. False
11. According to market research, what percentage of customers are likely to spend more if the sales associate is helpful?
- A. 25%
 - B. 32%
 - C. 45%
12. If a customer walks directly to an item, this may indicate that he:
- A. Knows what he wants and would probably appreciate quick, efficient service
 - B. Just wants to look at the item and has no interest in buying
 - C. Is in a hurry and doesn't want any attention from you
 - D. Is looking for the least expensive brand
13. Your ultimate goal as a sales associate is to:
- A. Meet your quota each month
 - B. Provide service to as many customers as you can
 - C. Satisfy the customer
14. You can best determine the customer's needs by gathering information through careful observation and by:
- A. Deciding the type of products you think the customer should buy
 - B. Telling the customer everything you know about your products
 - C. Asking the customer thoughtful questions
15. To keep the lines of communication open, the best questions to ask:
- A. Are direct and to the point
 - B. Are ones that can be quickly answered with a "yes" or a "no"
 - C. Begin with *who*, *what*, *where*, *when*, *how*, or *why*
 - D. Are ones that are able to direct the customer to a decision
 - E. Are structured to save the customer's time

16. Which of the following are examples of open-ended questions?
- A. Can I help you?
 - B. What features are important to you?
 - C. Do you like blue or brown?
 - D. Is this all for you today?
17. When fitting the products to the customer, you should:
- A. Correct her if she tells you the wrong size
 - B. Ask questions that will help her define the right fit
18. Which of the following phrases might be appropriate when discussing clothing size with your customer?
- A. You look to be about a size XX.
 - B. Have you worn this brand before? What size was most comfortable for you?
 - C. How big are you?
 - D. You wear a bigger size on the bottom than on the top.
19. How would you handle a situation where a customer wants a brand that you don't carry?
- A. Convince him that your brands are better
 - B. Get permission from him to show the items you do have that meet his needs
 - C. Tell him that he won't find anything better than what you have
 - D. Smile and listen politely, but don't tell him you don't have his brand; show him your items anyway
 - E. Tell him you don't carry that brand then excuse yourself to serve someone else
20. If your store does not offer the particular product or service the customer is looking for, your first option should always be to:
- A. Convince the customer he doesn't need it anyway
 - B. Suggest alternatives that your store does carry
 - C. Immediately refer him to a competitor
 - D. Inform him of the drawbacks of the product he is seeking

21. Most customers respond favorably to the hard sell technique because it shows them your belief in the product.
- A. True
 - B. False
22. Which of the following are acceptable ways to ask a customer's permission to provide alternatives?
- A. We don't carry that specific brand, but may I suggest...
 - B. Is that the only brand you were interested in?
 - C. Is there anything else you were looking for?
 - D. We don't recommend that item. May I show you a better product?
 - E. All of the above
23. Referring a customer to a competitor will likely result in:
- A. The customer seeking you out for future needs
 - B. The customer never returning to your store
 - C. A lost sales opportunity for you
 - D. None of the above
24. Creating customer loyalty is rewarding for:
- A. The store
 - B. The sales associate
 - C. The customer
 - D. All of the above
25. It is appropriate to call the competition to make sure they carry the item the customer is looking for.
- A. True
 - B. False

Answer Key for

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Recommended response (Corresponding workbook page)

1. D (3)	6. C (6)	11. C (10)	16. B (23)	21. B (37)
2. C (4)	7. A (6)	12. A (16)	17. B (31)	22. A (37)
3. C (4)	8. C (7)	13. C (21)	18. B (33)	23. A (38)
4. B (5)	9. A (10)	14. C (21)	19. B (37)	24. D (11)
5. C (6)	10. A (16)	15. C (22)	20. B (38)	25. A (38)