

JOB ROLE – SALES ASSOCIATE

Sector – RETAIL
(Qualification Pack Code: RAS/Q 0104)



PSS Central Institute of Vocational Education
Shyamla Hills, Bhopal – 462 013 , Madhya Pradesh, India

www.psscive.ac.in

UNIT 03: MECHANISM TO CHOOSE RIGHT PRODUCTS

Session 03: Responding to Questions and Comments

Content

Title	Slide No.
Session Objectives	4
Dealing with Customers	5
Handle Questions Logically with Customers	6-9
Closing the Sale with a Customer	10
Dealing with Angry Customer	11
Summary	12

Session Objectives

The students will be able to:

Explain how to solve customer query.

Identify different situations of customer query.

Demonstrate closing the sale with a customer.

Dealing with Customers

A sales associate has a key role to play with the customer. He or she is the only person directly approached by the customer.

Providing training to sales associate develops and improves their skills.

Handle Questions Logically with Customer

Customers should have to ask questions and sales associates should respond timely and quickly. The sales associate must analyse the situation and answer accordingly.

When the sales associate is unable to answer a customer's query

Sales Associate should not panic

Never say, I don't know

Find out the answer

When an item is not available to the customer

With Positive language (Product available in future)

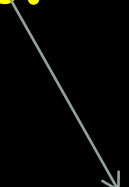
Without Positive language (product required is unavailable)

When transferring a call of the customer




Sometimes call need to transfer to other departments

Comments made on the product and how to respond to it.



Appreciate valuable comments and suggestions

**Favours that cannot
be granted**



**If request unable to proceed to
accept say “No” very politely.**

When a product is defective



**Show empathy to customers.
Apologize to customers.**

Closing the sale with a Customer

- (a) Care about getting what customer requires.
- (b) Solve customer query.
- (c) A customer determines what is needed and that the need is met in a right way.

In the end use phrase like

“I am happy to help you, Sir or Ma’am”,

“We are happy to serve you”, etc.

Dealing with Angry Customers

- Apologise sincerely
- Sympathise
- Accept responsibility
- Prepare to help

Summary

In this session, you have learnt about the dealing with customers, answers logically with customers, closing with the customer and dealing with angry customers.

Project Coordinator : Dr. P. Veeraiah

Assistance
Dr. Teena Mishra



Joint Director
PSS Central Institute of Vocational Education
Shyamla Hills, Bhopal – 462013 , Madhya Pradesh, India

E-mail: jdpsscive@gmail.com
Tel. +91 755 2660691, 2704100, 2660391, 2660564
Fax +91 755 2660481
Website: www.psscive.ac.in