

# Assessment

## ***Workbook 2: Meet Your Customers' Needs***

***First Edition***

The objectives of this book are to help the user:

- Make the shopping experience enjoyable for customers
- Inform the customer of additional services
- Follow through on commitments made to customers
- Respond to personal needs of shoppers
- Balance responsive phone service with in-store service
- Complete special orders

■ CRISP<sub>series</sub>

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## Assessment Questions for *Workbook 2: Meet Your Customers' Needs, First Edition*

*Select the best response.*

1. As a sales associate, you can influence a shopper's decision to return to your store by making shopping a more enjoyable experience.
  - A. True
  - B. False
  
2. Two of the basics needed to ensure that a customer has a pleasant experience when he comes to your store are:
  - A. An attractive, welcoming environment and a friendly, helpful sales associate
  - B. Free coffee and doughnuts, and a clean restroom
  - C. Sales associates who look snazzy and take turns helping customers
  
3. Small kindnesses to your customers may include:
  - A. Letting the customer make a local call to verify appropriateness or preference
  - B. Consolidating many small packages into one large shopping bag
  - C. Bringing merchandise to an older or disabled customer while he sits down
  - D. Telling a customer about a lounge where she may tend to her baby's needs
  - E. All of the above
  
4. To assist your customers in a personal way, you should become familiar with:
  - A. Their relatives, special friends, and loved ones
  - B. Entertainment centers and movie theaters in the district
  - C. Resources in and near your store
  
5. One way to show customers you care is to make sure they are aware of all the support services your company provides.
  - A. True
  - B. False

6. In preparing a resource list for your customers, you should consider including:
  - A. Local companies that have complementary services to the products you sell
  - B. Phone numbers that customers have requested in the past, such as a taxi service
  - C. Information about companies you recommend, such as repair shops
  - D. All of the above
  
7. When customers request any of the service “extras” your store offers:
  - A. Tell them they’ll have to contact Customer Service for further information
  - B. Make a note in your client record system so you can provide more personalized service when those customers return in the future
  - C. Tell them they’ll have to wait until you finish with the other customers in your area before you can give them that amount of time
  
8. When working with customers with disabilities be sure to take your time, be patient, and:
  - A. Speak loudly, using a lot of hand gestures
  - B. Let the customer help you understand his needs
  - C. When you can, make decisions for the customer
  
9. What portion of the general population may have disabilities which are not obvious and may be difficult to perceive?
  - A. One-third
  - B. Two-thirds
  - C. One-fourth
  
10. You should allow customers with disabilities to express their own needs and limits; your job is to accommodate those needs and make shopping a positive experience.
  - A. True
  - B. False
  
11. Your manager should warn you in advance if you will be giving service to a customer with significant disabilities.
  - A. True
  - B. False

12. You should go out of your way to make customers with disabilities feel like they don't have to do anything.
  - A. True
  - B. False
  
13. You should acknowledge customers with disabilities by making eye contact, smiling, and extending a greeting.
  - A. True
  - B. False
  
14. To speed up the customer service process, you should interact more with the accompanying able-bodied person than with the shopper with disabilities.
  - A. True
  - B. False
  
15. You should refrain from hovering, persisting, offering judgments, or treating a customer with disabilities as a child.
  - A. True
  - B. False
  
16. When providing service to customers with disabilities, you usually should not provide physical assistance unless it has been requested.
  - A. True
  - B. False
  
17. Communication is important! When providing service to a person who is hearing impaired, you should:
  - A. Ask the customer how he would like to communicate
  - B. Speak as loudly as you can, speak clearly, and stand very close to his ear while you talk
  - C. Call over to your sales associates and tell them you have a disabled person to work with, would they please take care of the other customers?
  
18. When giving service to a person with developmental disabilities, it may be helpful to explain complex tasks one step at a time.
  - A. True
  - B. False

19. When balancing service between phone customers and those you may already be helping in the store, you should:
- A. Tell your in-store customer that you need to get the phone and she should look around for awhile
  - B. Move your in-store customer over to by the phone and help both customers at the same time
  - C. Excuse yourself courteously from your in-store customer saying that you'll be right back and answer the phone
20. If you are shipping an item, it may be appropriate to enclose a "Thank you note" with your business card attached.
- A. True
  - B. False
21. Turn your phone interaction into a loyal customer by:
- A. Letting the customer know about sales events
  - B. Mentioning services he may not be aware of
  - C. Offering to ship items directly to the customer
  - D. All of the above
22. Which of the following steps will help you keep commitments to customers?
- A. Promising customers you will find the items they request
  - B. Calling customers back only when you can find the requested item or information
  - C. Immediately stopping whatever you're doing to take care of phone customer requests
  - D. Calling customers back in a timely manner
23. To help build customer loyalty, you should:
- A. Say what you'll do and be very clear on what you are promising; make notes so you will remember
  - B. Not risk disappointing a customer by telling him when you cannot make an exception
  - C. Make exceptions, but be sure to let the customer know that you are making an exception and that your actions do not reflect standard practices
  - D. A and C

24. You should make sure that, in your absence, other sales associates do not have access to information about your special orders.
- A. True
  - B. False
25. By becoming an expert at special orders, you may benefit by:
- A. Learning more about the products you sell
  - B. Learning more about customer needs and interests
  - C. Getting to know people in other departments
  - D. All of the above

## Answer Key for

### **Workbook 2: Meet Your Customers' Needs, First Edition**

#### *Recommended response (Corresponding workbook page)*

1. A (iii)	6. D (9)	11. B (25)	16. A (25)	21. D (39)
2. A (3)	7. B (15)	12. B (25)	17. A (27)	22. D (47)
3. E (5)	8. B (27)	13. A (25)	18. A (27)	23. D (47)
4. C (9)	9. B (25)	14. B (25)	19. C (31)	24. B (53)
5. A (15)	10. A (26)	15. A (25)	20. A (41)	25. D (54)