

# Everything Starts with a Smile!



# Aim of the Training

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To ensure that all our customers are satisfied as they leave our stores based on LC Waikiki Mağazacılık service standards.



# Aim of the Training

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# Agenda

- General View of Retail Industry and Retailing
- Effective Customer Services
- LC Waikiki Customer Service Principles
  - Pre-sale Preparations
  - Providing Sales and Cash Register Services for Customers
  - Finding out Customer Needs
  - Information on Products
  - Customer Objections & Difficult Situations in Stores
  - Completion of Sale
  - Additional and Alternative Sale
  - Seeing off Customers
  - Post-sale Service



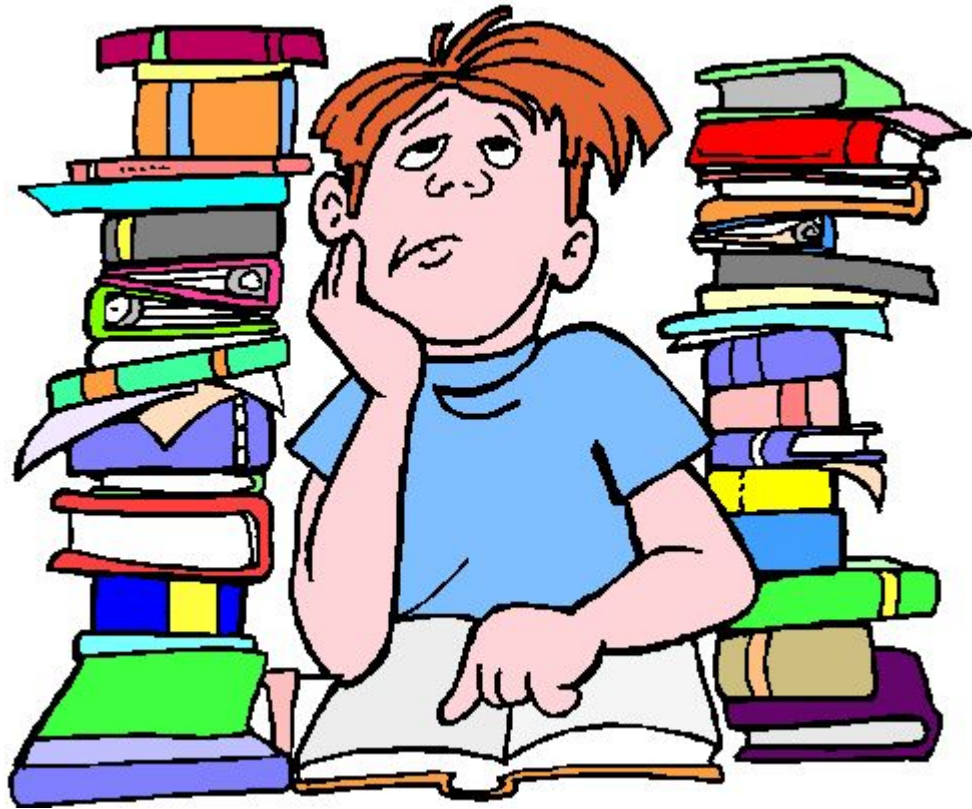
# Let's Introduce Yourself



# A Few Things



# Pre-test



# Right or Wrong?

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- LC Waikiki is a textile company
- LC Waikiki is a manufacturing company
- LC Waikiki is a retailer
- LC Waikiki is a ready-to-wear clothing retailer





# General View of the Retail Industry



# What is Retail?

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Activities regarding the marketing and selling of products  
and services to the end user



# Competition Time

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## Question 1:

What was the approximate turnover of  
global retail in 2014?



**22**  
**trillion \$**

# Competition Time

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## Question 2:

What was the approximate turnover of global **ready-to-wear** retail in 2014?



# Competition Time

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## Question 3:

What is the world's leading country which achieved the highest turnover in ready-to-wear retail?




# Competition Time

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## Question 4:

What was the approximate turnover of European **ready-to-wear** retail in 2014?



**200  
billion \$**

# Competition Time

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## Question 5:

How many people are employed by the European **ready-to-wear** clothing retailers?



# Competition Time

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## Question 6:

What is the total international turnover of LC

Waikiki Mağazacılık?



**2.4**  
**Million \$**



# Retail

- “Never-ending jobs”
- “The end point of marketing activities”
- “Creating a pleasant and enjoyable shopping environment where customers can meet their needs and be satisfied”



# What are the Cons of Retail?

- Inconvenient working hours
- Working on the days when everyone is on holiday
- Having to provide the same service quality
- Standing up while working
- Customers' problems
- Stress



# What are the Pros of Retail?

- Developing and becoming significant
- Provides opportunity for professional development
- Satisfaction of making other people happy
- Increases self-confidence
- Makes you feel successful
- Has a nice and dynamic working environment
- Opportunity for developing communication skills
- Does not have a time limit



# Effective Customer Services



# Who is the Customer?

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A person who buys product or a service



# Who is the Customer?

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Customer is always our priority!



# What Does the Customer Expect?

- Given promises to be kept
- Feeling himself/herself valued
- Quickness in all processes



**Excellent Customer Service!**

# Type of Service

- Technical service
- Personal service





# Technical Services

- Store environment
- Store opening-closing time
- Store location
- Products
- Price
- Physical comfort
- Cleanliness
- Procedures
- Easy parking
- Seating
- Toilets



# Personal Services

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- Intangible and immeasurable
- Depends on the perception of the customer
- Estimated based on situations



# Good and Bad Service

Service < Expectations



Service = Expectations



Service > Expectations



# What are the Reasons for Losing Customers ?

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- Giving bad service 65%
- Not being satisfied with the product 14%
- Opening of new stores by competitors 8%
- Influenced of competitors' ads and promotions 7%
- The customer may move to somewhere else 3%
- The customer maybe sick or passed away 1%

# LC Waikiki Customer Service Principles



# LC Waikiki Service Principle

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Excellent customer service is the fundamental part of LC Waikiki shopping experience.

**Customer is always our priority!**



# Results

- Satisfied customers
- Loyal customers
- New customers
- Scoring higher in mystery shopper
- SALES....



# Excellent Customer Service

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1. Pre-sale Preparation
2. Sales and Cash Register Services
3. Post-sale Service





# Pre-sale Preparations



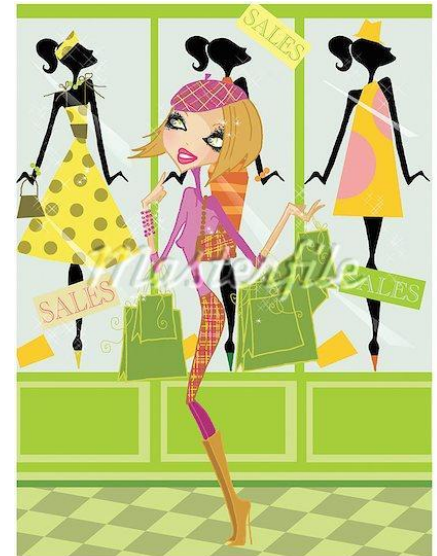
# First Impression

- Happens in a very short time
- Unconscious
- The first sign of successful sale
- THE ONLY CHANCE
- Very difficult to change



# First Impression

- External appearance
- Appealing window themes and display
- In-store product display
- Cleanliness of the store
- Lighting
- Volume of the music
- Fresh odour



# First Impression- Store Staff

- What they're focused on
- Appearance
- Body language and facial expression
- Tone of voice and speech style
- Way of listening
- Excitement or calmness

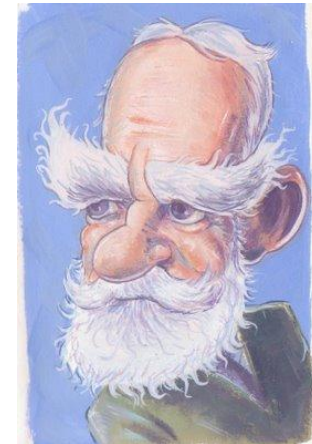


# Sales and Cash Register Services



“The worst sin toward our fellow creatures is not to hate them, but to be indifferent to them.”

*Bernard Shaw*



# Noticing and Greeting

## Noticed and greeted customer

- Feels more comfortable
- Is more likely to shop



## Ignored customer

- Stays in the store less
- Less chance of selling

# Well, but How?

- Notice every customer
- Smile
- Make eye contact
- Greet the customer





# Greeting Phrases

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- Welcome!
- Welcome, good morning
- Welcome, have a good day
- Welcome, good evening



# Noticing the Signs

Notice the customers who need help!

- looking for a particular size among the products
- holding the products against his/her body
- getting products that will not fit him/her
- looking around in a confused or angry manner
- trying to create a combination
- trying to reach out to get a product



# When Helping Someone

## Give up what you are doing!

- Approach the customer
- Use positive body language
- Say "Welcome, let me help you"



# Serving More Than One Customer

- Apologize and ask for permission
- Serve
- Be quick and dynamic
- Do not neglect any of them
- Do not leave your customer unattended



# Attention!

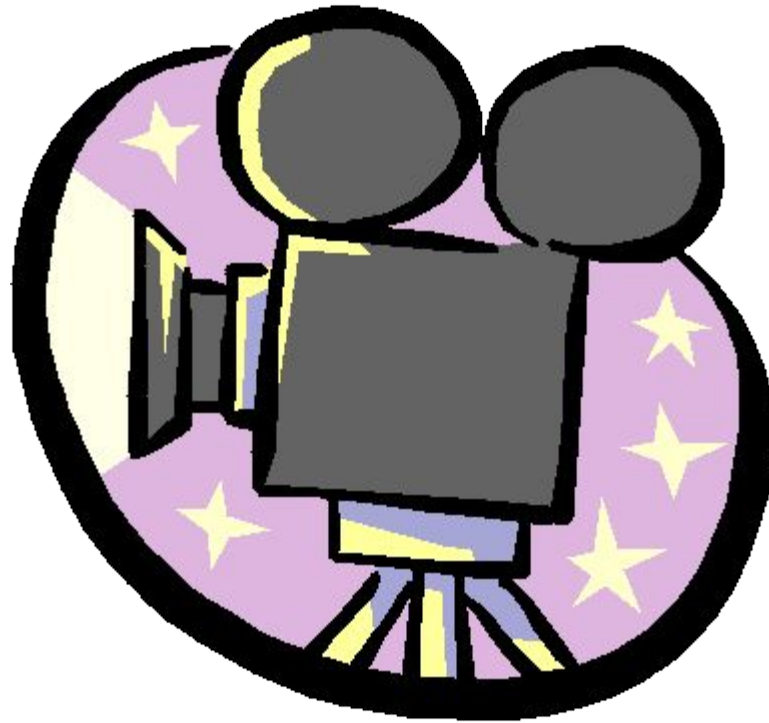
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- Do not deal with other tasks
- Do not chat with the colleagues
- Do not act like “three monkeys”!
- Do not act like "Pink Panther"!
- Do not seem like “you have just tidied up”!



# Careful, Mystery Shopper here!

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# Finding out Customer Needs

- Ask the right questions!
- Listen effectively!



# Question Types

- Open-ended questions
- Close-ended questions
- Alternative questions





# Risky Close-Ended Questions

- Do you like it?
- Would you like a shirt?
- Can I help you?
- Anything else?



# Open-Ended Questions

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- What colours do you prefer?
- What kind of trousers are you thinking of?
- What age are you thinking of?



# Alternative Questions

- Do you want classic or sports trousers?
- Do you prefer black or red?
- Do you prefer paying cash or in credit card?



# Effective Listening

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**LC waikiki**  
iyi giyinmek herkesin hakkı



# Basic Principles of Effective Listening

- Make them feel that you care and that you are listening
- Make and maintain eye contact
- Ask questions
- Repeat what you said every now and then
- Do not just listen to the words



# Avoid!

- Interrupting the customer
- Completing the customer's sentences
- Thinking/doing other things
- Speaking with someone else
- Making assumptions
- Being prejudiced
- Making comments without understanding



# Giving the Customer Information on Products





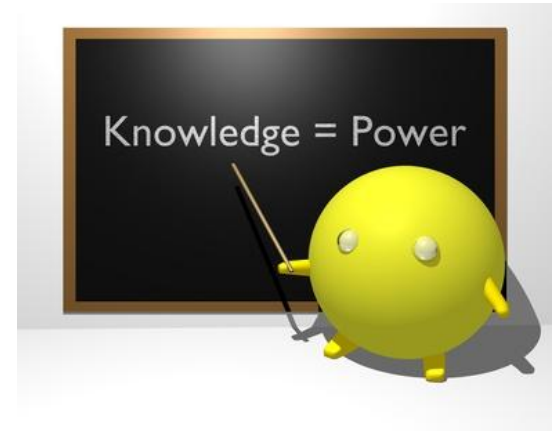
# Product Information Consist of...

- Raw material, fabric
- Style
- Colours
- Length, sizes
- Price
- Care labels
- Things to be used with the product
- Stock condition
- Place of production
- Description of the product
- Ecological product policy



# Importance of Product Information

- Building trust
- Understanding customer needs
- Offering the right product
- Less product returns and exchanges
- SALES, SALES, SALES



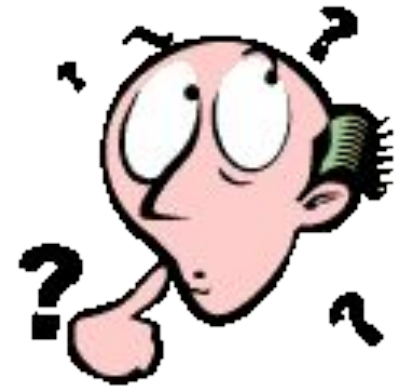
# Giving the Information on Products

- Share special features of the product, if any
- Consider the customer's needs
- Reassure the customer
- If you use any technical terms, explain them
- Do not speak badly about products
- Do not make any comments if you do not know something
- Be clear and understandable, do not confuse them
- Do not use ambiguous expressions



# Ambiguous Statements

- I guess so
- I think so
- It must be ...
- A little
- Around
- Probably
- I don't know
- Approximately
- I don't think so
- Possibly
- Maybe
- I bet



# Features or Benefits?

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**Features tell, benefits sell.**



# Find the Benefit!

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# How Should We Treat Products?

- Value the products
- Do not point at the products
- Present them gently
- Talk positively about products
- Realise the defects before the customer



# Familiarise the Customer with the Product

- Ensure that the customer touches the product
- Recommend the customer tries the product
  - Show the nearest fitting room
  - Make sure that the fitting rooms are clean
  - Be ready, the customer can ask for help in the fitting room
- Get the customer to speak about the product
- Make positive comments about the product





# Additional and Alternative Sale



# What is Additional Sale?

- Not settling for a single-product sale
- Trying to sell more products
- The way our stores can increase profit
- The way we can increase our sales



# Additional Sales Methods

- Selling complementary products
- Selling unrelated products
- Selling more than one of the same product



**Oh, I wish there was something  
to eat!**



# What is Alternative Sale?

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Selling a product which can be replaced with the one requested by the customer or a totally different product if we do not have the requested product



# We Do Not Have!



- “We do not sell it, we do not have it!”
- It is sold in .... store.
- We do not have it, but we can give you this.

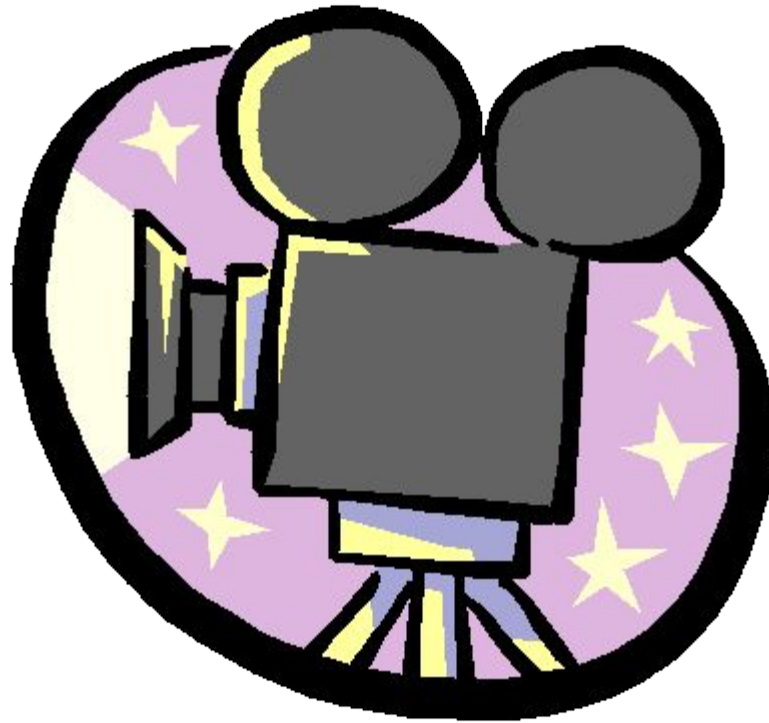
“... is not available in our store, but there is ... . I can help you.”

# If the Product is Unavailable in the Section

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- Check the stockroom
- If not available, recommend a similar product
- Check the nearby stores
- Get confirmation on the phone
- Send the customer to the store
- Make the process as easy as it can be for our customer

# A Weird Shirt!





# Customer Complaints



# Customer Objections

- Let him/her make an objection
- Thank him/her
- Apologise if necessary
- Do not take it personally
- Do not get stubborn with each other
- Listen effectively
- Reassure the customer
- Choose your words carefully
- Maintain your positive attitude and body language
- Be well-informed about every subject



# Objections to Prices

- Explain that the prices are not different in the other stores
- Explain the reasons for pricing by colour
- Give information about the campaigns
- Give information about the discounts



# Difficult Situations

- If the alarm goes off
- If the customer gets angry
- If the customer becomes rude
- If the customer is indecisive



# If the Alarm Goes off

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- When the customer is about to leave the store
- When the customer is about to go in the store



# If The Customer Gets Angry

- Do not take it personally
- Try to understand his/her expectation
- Listen carefully and kindly
- Let him/her talk about his/her problem
- Do not raise your voice
- Apologize
- Be solution-oriented
- Make him/her feel that you are nearby



# If the Customer Gets Angry

- Do not underestimate the problem
- Do not exaggerate the problem
- Lead him / her to a more suitable place
- Be honest
- Get him/her to talk to the right person
  - Give information
- Take notes
- Follow up



# Angry Customers



- You are right.



- I understand you.





# If the Customer is Indecisive

- Ask open-ended questions
- Recommend combinations
- Recommend alternatives
- Ask multiple-choice questions



# Seeing off Customers



# Seeing off

- See off the customer even if s/he did not do shopping
- Thank the customer
- Make the customer feel that you would like to see him/her in the store again
- Smiling at him/her as you saw him/her for the first time
- Say something sincere to see off the customer



# Seeing off Sentences

- Thank you!
- Have a good day/evening



# Do not Use!

- Bye bye
- Not at all
- Good luck with it!
- Hope to see you again
- See you
- Goodbye!
- Say hi to your wife/husband
- Good night
- Don't be long
- Best wishes



# Cash Register Service



# LC Waikiki's Perception

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To ensure that all our customers are satisfied as they leave our stores by providing fast and genial service for our customers at the cash register points.



# LC Waikiki's Perception

- There is always at least one working cash register
- More than two customers, a new cash register will be operated
- Alternative unoccupied cash registers are recommended





# Calling Customers

- “Yes, please.”
- “Next, please.”
- “Welcome!”



# Taking Products

- Products are taken gently by making eye contact
- “Let me take your products.”
- Hangers and security tags are removed carefully



# Getting Payments

- “How would you like to pay?”
- “Sir/madam, ... pieces of products cost ...”
- Giving the receipt /invoice, the credit card and the sales slip
- Checking the money
- Giving the receipt/invoice and the change



# Putting Products in Bags

**The product belongs to the customer now!!!**

- Fold the products properly
- Put the products in plastic bags according to their quantity
- Check the products on a final inspection device
- Give the bag to the customer
- Gift wrap



# Seeing off the Customer

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“Thank you, have a good day/evening.”



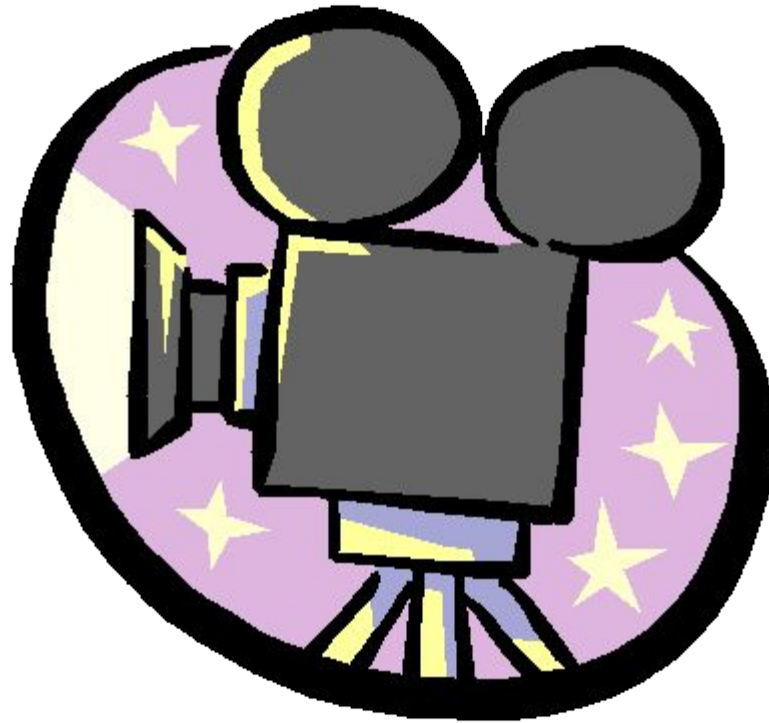
# Product Changes and Product Returns

- Politely ask the reason
- Have a positive attitude
- Trust your customers
- Try to help them
- Listen to concerns and show them that you value them
- Follow the returned product and product change rules
- Focus on changing the product before refunding



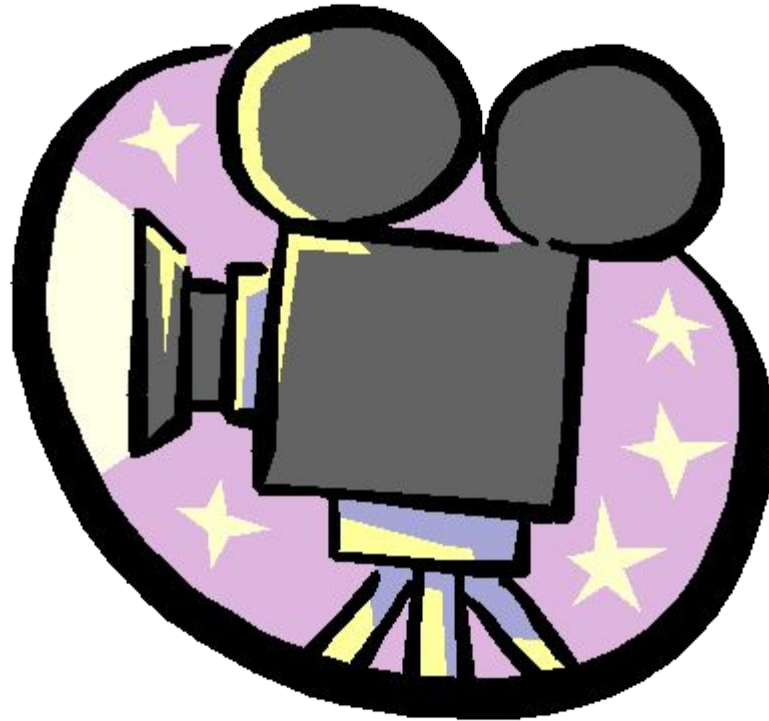
# Smell of Pastrami

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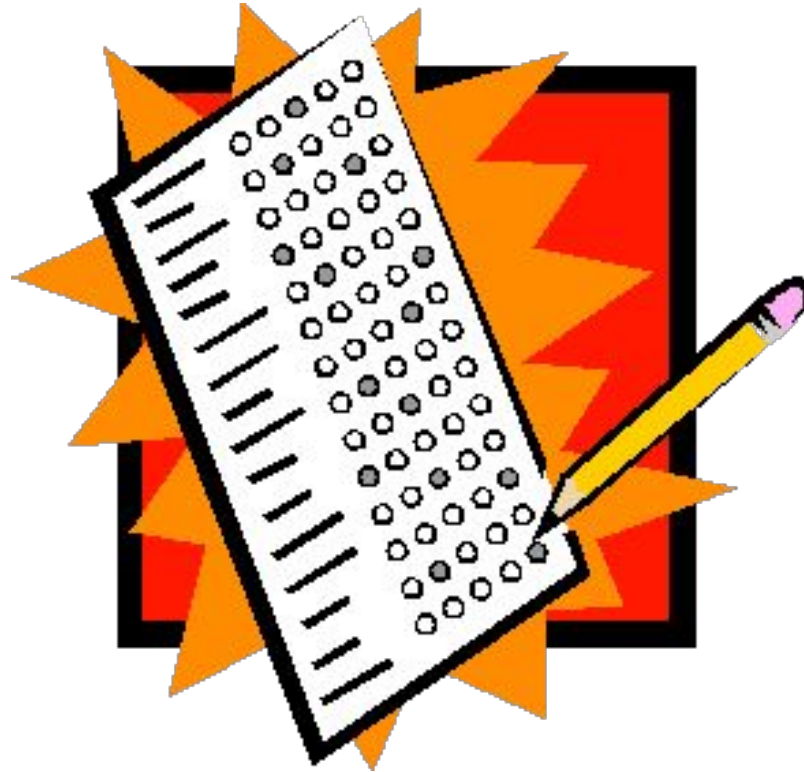
# Everything starts with a Smile!

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# Post-test & Evaluation





**Thank you!**