



Book, Music & Video Store Customer Service Training Sample

Issues

Common situations.

A customer is having trouble deciding whether to purchase one title or another. Should you give your opinion when helping this customer?

Sample
Game
Cards

(Shown
smaller than
the Actual
3 1/8" by
2 1/4" size)

Difficult to handle situations.

A woman and her teenage son are shopping in your store and you note that the son is staying right behind his mother. The boy is picking up items and purposely misplacing them after walking a few yards. What do you say, and to whom?

Stressful situations.

A woman wants a refund. She is complaining that the compact disc contained the only two good songs, both of which are overlaid on the radio. She said the rest of the music was like getting a root canal. Do you have any suggestions for this customer?

Unusual situations.

You are re-alphabetizing a shelf of books. A woman who had her credit card rejected is still walking around the store, disgusted. You're not sure, but you thought you saw her hide a book or a tape on a shelf near the CD carrying cases. Do you say anything to this woman?

Judgment issues.

There has been a recent controversy concerning the content of a children's book. You have this book identified. You note a couple hesitating at one of the books with a similar sounding title. What do you say or do, if anything, to reassure this couple?

Sales situations.

Name two of the most obvious nonverbal keys indicating that a customer needs assistance.

A few unexpected situations.

Your store is running a special pre-Christmas sale. You notice two customers holding onto the last of a certain collector's box set. A tug of war is developing. Quick, what do you do?

Questions about human motives.

What is the best-perceived advantage a specialty book store has over a department store with a book department?