

DRSG Video Training Program Quiz

SESSION 1 — Guest vs Customer (Part 1):

What is one of the most powerful tools you can use in sales? **Your smile**

A customer should be viewed as a **Guest**

By communicating **guest** in how you see and interact with your customers, you will improve **every aspect** of your career.

A guest is someone we **value**. Someone we treat with **dignity and respect**.

What are some things you can do to give your guest the best experience?

- **your store should always be neat and tidy**
- **be well organized and ready to greet your guest with enthusiasm**
- **look professional and wear your million dollar your smile**

How can we go the extra mile and make our guests feel their visit is welcomed?

- **never pre-judge**
- **treat every guest with dignity and respect**
- **every guest counts. Be patient and courteous to even the most difficult guests; common courtesy can go a long way**

When we treat our customers as guests they will **recommend** you to their family and friends?

Your guests are **not professional buyers**. They are **shoppers** seeking to fill their needs with your **products and services**.