

Meet and Greet

Activity One - ***Changing staff attitudes***.

Using the following expressions ***systematically*** to explain your point of view answer the five questions below :

I feel that, It seems to be that, I feel sure that, it's essential that, the reality of the situation is that, clearly, obviously, apparently, ultimately, basically, essentially, at the end of the day,

1.Do you think that co-workers attitudes to the customer have to change in Ikea today?
2.Is the cash and carry philosophy compatible with a sales oriented approach from co-workers on the shop floor?
3.Should Ikea co-workers 'sell' to the customers?
4.What are the golden rules when meeting a client in an Ikea store in your opinion?
5.What should a customer expect from co-workers in an Ikea store?

Activity Two - which **verbs** are relevant to customer contact in an Ikea store? Which of the verbs are phrasal verbs? Give the definition for each verb and then conjugate each one as follows -

Present - I..... the customer
Simple Past- he ..... the customer
Future - they..... the customer
Conditional - we..... the customer

meet, greet, show, help, ignore, avoid, walk past, come across, hide from, welcome, guide, persuade, empathize with, pity, confuse, distract, inspire, explain to, answer, satisfy, take care of.

Activity Three - Role Plays.

Imagine that you are a co-worker in the storage department. A customer approaches you. Have a conversation with the customer according to the instructions below:

Scenario A/
Meet, greet, welcome, empathize, show, persuade, inspire, satisfy and take care of the customer's needs.

Scenario B/
Attempt to walk past, avoid and hide from the customer you come across inadvertently. Then finally answer them reluctantly, but whilst pitying them and trying to distract them. In the end you just confuse them.



Activity Four - Text

Read the following text and then, using the expressions from activity one, say if you agree or disagree with the advice it contains. Pay particular attention to your intonation and stress when reading the text.

Greeting the Client
by Rick Segel

Greeting is the art and science of welcoming the customer to your store. This is the very first thing you should do -- and it"s the most critical.

Why is greeting so critical?

A lot of things happen. They all take place within the first couple of minutes after a customer enters your store. They immediately do a visual assessment: How does the store look? Is the merchandise appealing? Is the store welcoming?
Does the customer feel like they "belong" in the store?

It is during this brief time period that the customer decides if they are going to buy from you. In a very short time the customer makes some really quick decisions -- and many of them are subconscious. They decide:

If they feel comfortable and at ease in your store
If it seems likely that your store has merchandise they like
If they want to stay or turn around and walk out



Here are the things we can do to influence their decisions to stay and buy. Obviously there are visual merchandising techniques we can employ to positively affect the decision process. But this is about selling, not visual merchandising.

Your Approach to the Customer

From the moment your customer crosses the threshold and enters your store, you have less than a minute to greet them to make them feel welcome.

Some people think that when you first greet the customer you are not selling. Of course you are selling! In fact you are selling yourself first, the store second, the experience third, and the merchandise last.

You want to get the customer feeling comfortable in the store. You don‟t want to pounce on them too soon, because you will only make them feel uncomfortable and seem too pushy.

Greet customers even if you‟re helping other customers. Every single person who sets foot into your store must be met with a smile and a friendly attitude.

Never stop greeting! If you pass customers in the store, make sure to acknowledge them with a friendly smile!

Five Things to Remember About Greeting:

1.The goal of greeting is to make the customer feel welcome and appreciated.
2.Make eye contact when greeting the customer.
3.Never address a customer from behind -- that‟s scary and creates unwanted pressure.
4.Address customers from a reasonable distance -- no shouting across the store.
5.Have a unique, memorable greeting.

Always greet and welcome a customer, even if you‟re not the one who will be helping them. At this point, the customer is forming an impression of the entire store, so the actions you take now are going to influence their decision, not only for this visit, but for every subsequent visit they may make to your store.

Questions about the text:

1.Could these techniques be used at IKEA?

2.Is this good advice? What is the best piece of advice in this article?

3.Do you agree with the point made in this article about greeting being more important that any other element in retail sales?



4.Do you think that this is reflected in the customer experience in Ikea?

5.Do you think that it should be?

6.What is your personal experience of shopping at Ikea?

7.What is the next step for Ikea in improving the customer experience?

8.What’s your involvement with the customer experience, in your job?

9.Are you in direct contact with customers and if so do you use these techniques to meet and greet them?

