

Get to Know Your Customer, Workbook 1 (Crisp Retailing Smarts)

Robert Taggart



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In Workbook 1: Get to Know Your Customer, the retail sales associate will learn how to determine customers' needs by listening and asking questions, how to give customers an appropriate greeting, and how to refer customers elsewhere when necessary. By building relationships carefully, the retail sales associate can help create loyalty so customers will return again and again.



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