



Retail Communication

Business Skills

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Unit X: Offering Help to Customers

Business Skills | Retail

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Warm-up



Imagine you work at a supermarket and you saw this man.

What will you do?



Reading Aloud



Hello! ***Can I help you find something?***

Yes, please. I need *olive oil*.
Which one is good ?

Well... The one on your left is *refined*.
Its *good for cooking*. The other is *extra virgin*.
Its *good for salad*.

I see. We're making *salad* so
I'll take the extra virgin one.

Great! ***Anything else?***

Comprehension

1. What kind of trouble is the customer having in the dialogue?
2. How did the shop staff help the customer?
3. Have you ever experienced being in this situation; did you offer to help or you were offered help? Were you satisfied with the result?



Vocabulary

vegetable salad

laptop

moisturizer

refined olive oil

2 terabytes

sensitive skin

wheat

hammer

blouse

size 44

100% cotton

high-resolution

drill

DIY

advanced formula

Food	Clothing	Tools	Electronics
vegetable salad	blouse	hammer	laptop
refined olive oil	size 44	drill	2 terabytes
wheat	100% cotton	DIY	high-resolution

Cosmetics			
moisturizer			
sensitive skin			
advanced formula			

Dialogue



Hello! ***Can I help you find something?***

Yes, please. I need *moisturizer*.
Which one is good?

Well... (organic | mild for sensitive skin vs.
advanced formula | for dry skin)



Dialogue



Yes, please. I need *a drill*.
Which one is good?

Well... (hammer drill | for wood and concrete
vs. basic drill | for small DIY tasks)

Communication Strategy

<i>Language</i>	<i>Purpose</i>
<i>Can I help you <u>find something</u>?</i> <ul style="list-style-type: none"><i>• Do you need help with that...?</i><i>• Do you like me to...?</i>	<i>The needs of the situation determine the kind of approach. Approach should be assertive, specific and personal (not just 'May I help you?')</i>
<i>Well...</i> <ul style="list-style-type: none"><i>• Let me see...</i><i>• Okay...</i>	<i>Use rejoinders; makes the interaction smoother and more interactive. Give a simple and objective description of choices for customer to decide upon</i>
<i>Great! Anything else?</i> <ul style="list-style-type: none"><i>• Sounds good. Is that all?</i>	<i>(rejoinder) + (offer further assistance) to draw customers in</i>
Non-Verbal Communication (NVC)	<i>relax (posture and speech) + smile + eye contact</i>

Application



Application



Roleplay



Roleplay



Feedback

1. From today's lesson, how do you think talking to Japanese customers is different from talking to non-Japanese customers?
2. Which part is easiest to do, (1) approaching the customer (2) providing information/choices, (3) offering further help or (4) non-verbal communication? How about the most difficult?



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