

Create Pool Enthusiasts

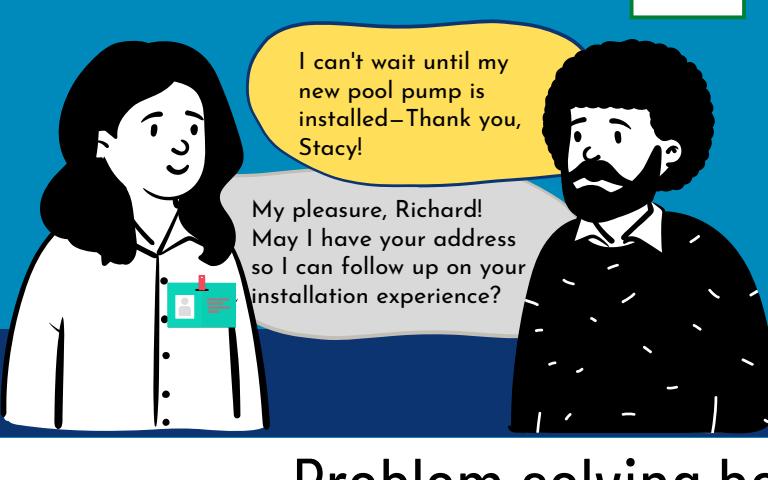
Help customers maximize their pool enjoyment by following these tips.

Listening is more than just hearing your customer



Focus: Things you can not buy in the store

- 1 When you speak with a customer you should give them 100% of your focus.
 - 2 Listen beyond their words. Notice their tone of language. Do they appear frustrated? Are they curious?
 - 3 Ask questions. A simple "would you please share with me how your pool is equipped and how long you run your pump each day?" creates the opportunity for engaging dialogue.
 - 4 Repeat - Confirm your understanding by repeating back some of the key points.



your customers they are related to the manager. When a customer thanks you, say "Thank you" which is a good way to start a conversation.

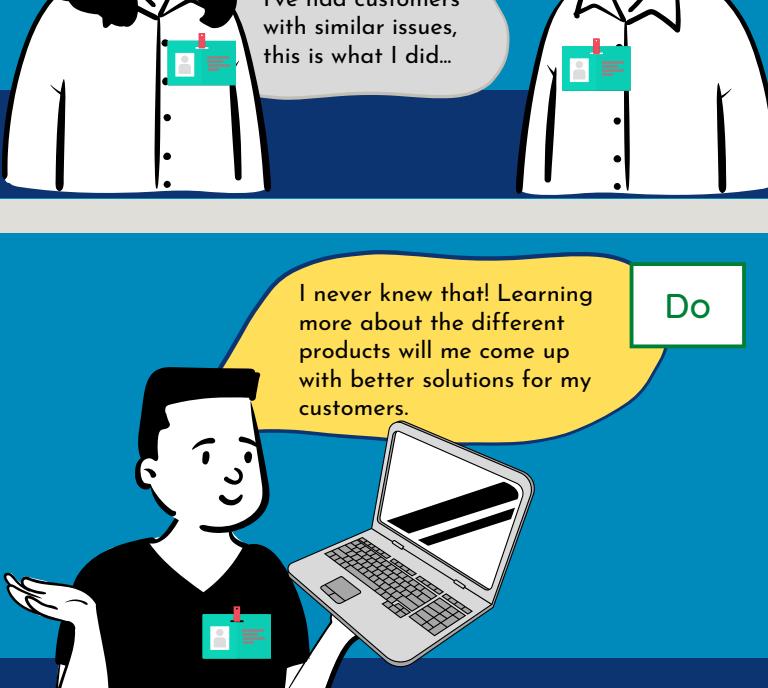
- superior response over "no problem." When they enter the store, welcome them and thank them for coming in. As they leave, even without making a purchase, thank them for stopping by.

2 When possible, obtain their address and send handwritten thank you notes. Keep a stack handy at the register or in the back office so it is easier to write up and send out.

3 Use their name! Always introduce yourself and ask their name. If a customer comes in often, they will feel valued if you remember their name.

4 Engage with them when they visit the store. Ask them questions about their pool or which app they use for their pool?

Problem solving begins with knowledge



1 Continue to build your understanding of

- 1 pool upkeep.
 - 2 Listening to a coworker assist a customer.
 - 3 Discuss customer problems with your colleagues. Have they helped customers with similar issues? What was successful?
 - 4 Expand your knowledge of pool products. Customers have a lot of options, the more you understand about their set up, their pool equipment, and available products the more you will be able to confidently assist them.
 - 5 When you lack a clear solution or don't know answers, determine how to find the answers. Who else can you enlist at the store for help? What resources can you go to?

