



Customer Service and Sales Skills Standards:

Learns About Products and/or Services

- Seeks out and participates in training opportunities to support products, services and to further develop customer service skills.
- Remains current regarding products, services, and industry standards.
- Tests or samples products and/or services to build recommendations for customers.
- Researches and reviews relevant data on competitors' products and/or services.
- Arranges service recovery and handles service failures.

Assesses and Meets Customer Needs

- Greets and engages the customer in a personal and professional manner.
- Assesses the customer's needs while determining the customer's knowledge of products or services to promote customer loyalty.
- Listens attentively and responds effectively to customers' comments and questions.
- Identifies the customer's budget through active listening.
- Uses customer feedback to improve customer satisfaction.

Educates Customers

- Explains levels of product or service value to customers in a way that is relevant to their needs.
- Recommends comprehensive solutions, products, services, and related items based on customer needs.
- Educates customer about service policies and related resources (e.g., returns, warranties, guarantees, service plans, support plans, instruction).
- Knows when to ask for help, support, and advice