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