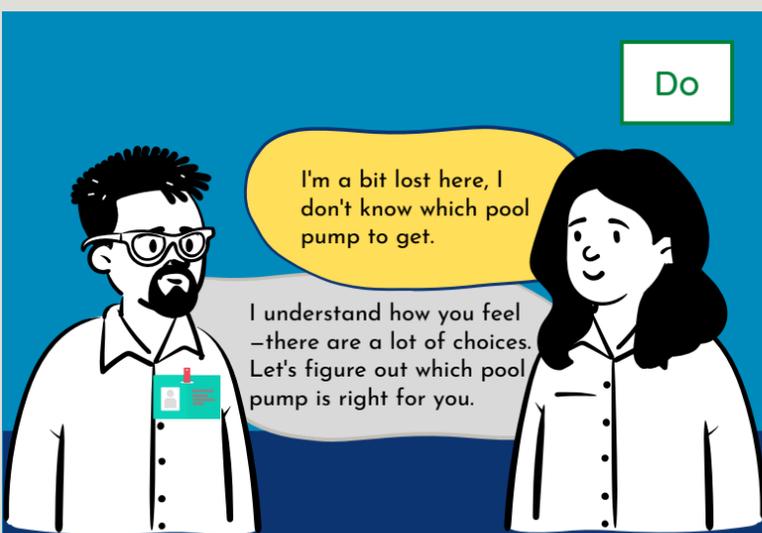


Create Pool Enthusiasts

Help customers maximize their pool enjoyment by following these tips.

Listening is more than just hearing your customer



So how do you become a good listener?

- 1** Focus - Things can get busy in the store. 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. This assures the customer that you heard their concerns.

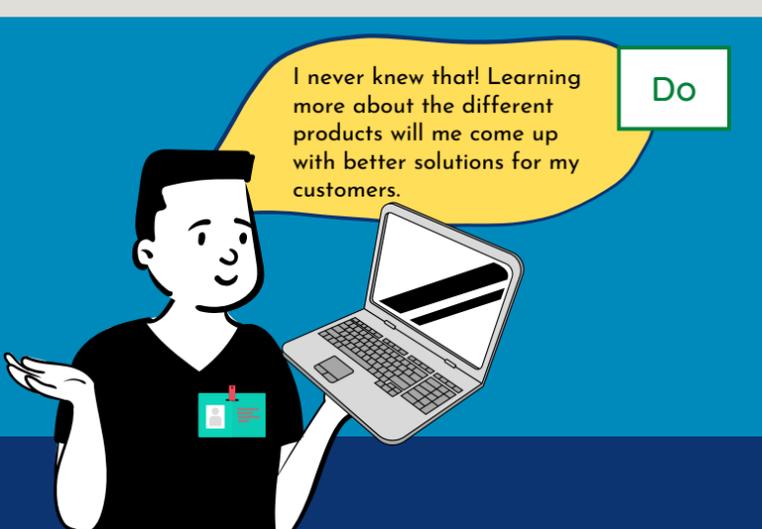
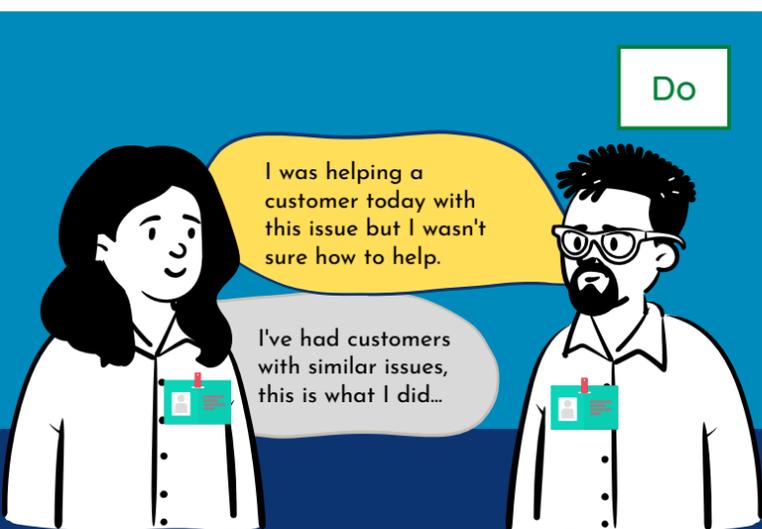
Show customers they are valued and appreciated



So how do you show customers that they are valued?

- 1** Say Thank You! The simplest way to show your customers they are valued is to thank them. When a customer thanks you, always say "my pleasure" which is a 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



So how do you become a better problem solver?

- 1** Continue to build your understanding of 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?