Solution

# 8. Listen Intently

b. Michelle has been told that she does not pay enough attention to her customers. She can improve this by acknowledging her customers in conversations by saying, “I understand’ and make eye contact with them.

Here are some ways you can show customers that you are genuinely paying attention to them.

* Listen to exactly what the customer wants, not what you want.
* Take notes of what the customer says if needed. Generally, the first thing the customer says is the most important to them, so if you take note of that you know what to prioritize. Read back your notes to the customer in order to confirm you know exactly what they are looking for.
* Actively listen. This means you are not thinking of other things or formulating your next response. Instead you are fully focused on what the customer is saying.
* Acknowledge verbally that you are listening by saying “yes, of course”,“I understand” or any other polite and affirmative terms that show the customer you are acknowledging them.