**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ #\_\_\_\_\_\_ Period:\_\_\_\_**

**Marketing & Customer Service**

1. **Understand the difference between Customer Service has a function versus Customer Service as a Process**
2. **What types of situations exist where customers become difficult**
3. **Reasons why companies choose to handle difficult customers.**
4. **List The Different Customer Types & Ways to Handle Them**

|  |  |  |
| --- | --- | --- |
|  | **Types of Difficult Customers** | **Ways to Handle Them** |
| **1** | **Argumentative** |  |
| **2** |  | **Agree on common points** |
| **3** |  | **Be patient** |
| **4** | **Irritable / Moody** |  |
| **5** |  | **Be neutral** |
| **6.** | **Complain** |  |
| **7.** | **Domineering / Superior** |  |
| **8.** |  | **Explain and demonstrate good service** |
| **9.** | **Slow / Methodical** |  |
| **10.** |  | **Don’t jump to conclusions** |

1. **What are the procedures for handling difficult customers?**
   1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
   2. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
   3. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
   4. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
   5. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Questions:**

1. **What is your biggest pest peeve when it comes to customer service?**
2. **What do you value most in customer service?**
3. **Are there any companies you feel have really good or really bad customer service?**

**Customer Service Assignment**

**Choose one of the Following Activities to Complete Individually:**

1. **Create an ACRYNOM for customer service that depicts qualities or descriptions of customer service.**

**Example: NBA = National Basketball Association**

**SERVE = Sales Employees Really Value Everyone**

1. **Create an Acrostic for CUSTOMER SERVICE that depicts qualities or descriptions of customer service (Can use one word or be a continuous Statement)**

**Grade: \_\_\_\_\_\_\_ / 10 Points**

**Choose one of the Following Activities to Complete:**

* **Working individually or with a partner create a poster that depicts the Ten Commandments of Customer Service**
* **Working individually or with a partner; C*reate a comic strip* demonstrating customer service**
* **Working individually or with a partner; *Create a song or rap* demonstrating customer service.**

**You will perform this musical genius in front of the class for your grade.**

* **Working in groups of 2 or 3; create a skit where there is an unhappy customer(s) and a salesperson or sales team required to assist this individual.**

**Choose a setting:** a business setting for your role play like a fancy restaurant on Friday night or an electronics store right before closing.

**Plan the role play:**

* + - Develop the situation or problem that causes the customer to be dissatisfied.
    - Decide how the dissatisfied customer will be handled and what the solution will be.
    - Present your role play twice.
      * First the salesperson makes the situation worse and the customer is not satisfied.
      * Second, the salesperson makes the situation better and the customer is very satisfied

**You will act this role play out in front of the class for your grade.**

**Grade: \_\_\_\_\_\_\_ / 25 Points**