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| Greeting | Good morning. |  |
|  | Good afternoon. |  |
|  | Good evening. |  |
| Offering help |  |  |
|  | How may I help you? |  |
|  | May I help you? |  |
|  | What can I do for you? |  |
|  | I see you’re looking at/for…. |  |
|  | Please let me know if you need any help. |  |
|  | Please feel free to take them off the shelf. |  |
|  | Would you like… | to look around? |
|  |  | (to take/have) a closer look? |
|  |  | to try it on? |
|  |  | me to show you how it works? |
|  | If… | you need any help, please just ask. |
|  |  | you need any help, just let me know. |
|  |  | I can help in any way, please just ask. |
| Finding out the customer’s needs |  |  |
|  | Are you looking for anything in particular, ma’am/sir? |  |
|  | How are you planning to use it? |  |
|  | How are you planning on using it? |  |
|  | What size do you need? |  |
|  | What is it for? How will you use it? |  |
|  | What… | sort of price did you have in mind? |
|  |  | exactly do you need it for? |
| Demonstrating that you can help | *Customer*: Do you (by chance) speak English?  *Assistant*: Yes. How may I help you?/Glad to be of assistance!  *Customer*: Could you help me please?  *Assistant*: Yes, of course. How may I be of assistance?  *Customer*: Would you mind helping me/giving me a hand with this?  *Assistant*: No, not at all. How can I assist you?  *Customer*: Excuse me. I have a problem.  *Assistant*: Yes. What can I do for you?/How can I be of assistance? |  |
| Spurring on the customer’s interest |  |  |
|  | Perhaps you’re interested in…. |  |
|  | How about…? |  |
|  | Could I interest you in…? |  |
|  | By the way, we also have a…that would go well with your…. |  |
|  | If you’re looking for something versatile, then let me show you…. |  |
|  | I think that we may have just the item for you! |  |
|  | Would you… | like to try on our new…? |
|  |  | care to sample / taste one of these? |
|  |  | like me to show you our new…? |
| Referring to a product’s features |  |  |
|  | As you can see, it’s a…. |  |
|  | There are / It has plenty of… |  |
|  | It is… | made of…. |
|  |  | rich in…. |
|  | It… | consists of…. |
|  |  | contains…. |
| Describing how a product is used |  |  |
|  | It is… | used by…. |
|  |  | used for (+ *-ing* verb)…. |
|  |  | used to (+ main/root verb)…. |
|  |  | an item/a device/a tool/a piece of equipment for…. |
|  | It… | works like this. First you…. Then you…. Finally, you…. |
| Describing a product’s benefits |  |  |
|  | The material makes it…. |  |
|  | You can…. |  |
|  | This product ensures that you…. |  |
|  | The great thing about this product is that… which means…. |  |
|  | Because of this feature, it…. |  |
|  | There’s no risk of…. |  |
|  | It… | helps you to…. |
|  |  | allows/enables you to…. |
| Referring to future experience with a product |  |  |
|  | When you…, you’ll be able to…. |  |
|  | With this product, you will always…. |  |
|  | You… | will find that you can…. |
|  |  | won’t need to worry about…. |
| Appealing to the customer’s senses (examples) |  |  |
|  | Feel the texture. See how soft it is? |  |
|  | Listen to the sound. It’s really quite clear. |  |
|  | Have/Take a look. It’s quite/very elegant. |  |
|  | Have a taste. |  |
|  | Why don’t you try on? |  |
|  | Why not taste it and see for yourself how delicious it is? |  |

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| Talking about prices |  |  |
|  | It’s… | excellent value for your money. |
|  |  | a good price. |
|  |  | on sale. |
|  |  | a special offer. |
|  |  | 10% off the regular price. |
|  |  | an offer you can’t refuse. |
|  | It… |  |
|  |  | comes with a guarantee/ warranty. |
|  |  | has already been reduced by 5%, which is a reduction of 10 euros off the regular price. |
|  | If you… |  |
|  |  | buy two, you get one free. |
|  |  | think it’s too much to pay in one lump sum, you can always pay in instalments. It’s no problem. |
| You receive two for the price of one. |  |  |
| I am afraid we cannot reduce the price anymore. |  |  |
| Unfortunately, that is the sale price and we cannot reduce it any further. |  |  |
| We have radically dropped our prices. |  |  |
| This price includes delivery and installation. |  |  |
| Yes, the price includes sales tax/VAT. |  |  |
| Talking the customer round |  |  |
| Yes, I see your point, but… |  |  |
| I understand what you’re saying, but… |  |  |
| You’re absolutely right as far as…is concerned, but… |  |  |
| That’s true, and on the other hand,… |  |  |
| Exactly! And you also need to consider… |  |  |
| That’s not completely true because… |  |  |
| If the customer is not interested |  |  |
| If you… | need any futher assistance, please… |  |
|  | cannot find what you’re looking for, we can order the item in. |  |
|  | change your mind, we are still here. |  |
|  |  |  |
| Here’s a copy of our catalogue in case you should change your mind. |  |  |
| Since it’s a major purchase, I can understand you would want to think it through first. |  |  |
| Dealing with complaints |  |  |
| Please describe what happened. |  |  |
| What is it that you don’t like about the product? |  |  |
| I see…/I understand… |  |  |
| So what you’re saying is… |  |  |
| I can see why you are upset/annoyed/frustrated. |  |  |
| Thank you for telling us about it. |  |  |
| We want you to be satisfied with your purchase! |  |  |
| Checking proof of purchase |  |  |
| Did you buy it at this store/branch? |  |  |
| Have you got the receipt?/Do you have the original receipt with you? |  |  |
| Dealing with returns/refunds/exchanges |  |  |
| Can you show me the original receipt, please? |  |  |
| Would you please show me your receipt? |  |  |
| May I have the original receipt, please? |  |  |
| Would you like to choose a similar product? |  |  |
| Would you like for us to order a new one?Dealing with returns/refnds/exchanges |  |  |
|  | Shall I get you… | a larger size? |
|  |  | a darker color? |
|  |  | a different model? |
| Would you please fill out this form with your name, address, and phone number? |  |  |
| Thank you. Please write the date and sign your name at the bottom. |  |  |
| Once again, I apologize for any inconvenience this might have caused you. |  |  |
| Please come back and shop with us again. |  |  |
| Apologizing |  |  |
|  | It is… | my mistake. |
|  |  | our fault. |
|  | I do… |  |
| Dealing with returns/refnds/exchanges |  | apologize.A**pologize.** |
|  |  | would like to apologize for…. |
|  | I’m very sorry… |  |
|  |  | that this has happened. |
|  |  | about this. |
| Once again please accept our apologies for any inconvenience it may have caused you. |  |  |
| Offering solutions |  |  |
|  | We can… | take it back and exchange it for a new one. |
|  |  | repair it ourselves. |
|  |  | send it away to have it repaired. |
| Dealing with returns/refnds/exchanges |  | offer you a refund. |
|  |  | give you an in-store voucher. |
|  |  | give you a reduction of 5% off the sales price. |
| Since you are such a loyal customer, we would be prepared to… |  |  |
| Checking customer satisfaction |  |  |
| Would that be acceptable? |  |  |
| Is that acceptable to you? |  |  |
| Would you be happy/satisfied with that? |  |  |
|  |  |  |
|  |  |  |
| Responding to gratitude |  |  |
|  | Customer: *Thank you very much.* |  |
|  | Sales assistant: *You are quite welcome, sir/ma’am.* |  |
| Responding to an apology |  |  |
|  | Customer: *I’m sorry.* |  |
|  | Sales assistant: *Never mind./It’s no problem./It doesn’*t *matter.* |  |
| Saying “no” politely |  |  |
|  | Customer: *Is it on sale?* |  |
|  | Sales assistant: *I’m afraid not.* |  |
| Showing customer appreciation and closing out the sale |  |  |
| Will you be paying by cash, check or credit card? |  |  |
| Will that be debit or credit? |  |  |
| Just slide your card through like this. |  |  |
| Please punch in your PIN. |  |  |
| Please sign here. |  |  |
| Would you like your receipt in the bag? |  |  |
| Thank you for shopping with us! Please come again. |  |  |
| Thank you for shopping with us! Remember, we are open…. |  |  |
| Please come back and shop again! |  |  |
| Come back and take advantage of our special promotion/special sale on…. (indicate item an when the sale will be) |  |  |
| I’m glad I could be of assistance. Please come back and shop with us again. |  |  |
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