

How Should Employees Greet a Customer?

We asked visitors to our website:

"How do you like to be greeted when you enter a needlework store?"

Their answers explain the balance of service and attention your customers enjoy.

I want to be welcomed. It is nice to be remembered, but I don't expect it. I don't want to be made to feel like I am interrupting work. I AM their work! If they don't carry something, that's fine. Tell me you don't have and will try to get it or not as the case may be. DON'T tell me that you don't have it because no one would ever want that! Didn't I just ask for it? Am I not someone? Don't make me feel guilty because I still haven't finished that TW I bought last year, but do feel free to express interest in my projects (nice, but not required) to make me feel welcome.

Susan in VT, USA

I like to be greeted, asked if I need assistance or if I'm just looking around, and maybe told of any specials. Other than that, if I'm just looking around, I want the staff to *please* leave me alone and let me do so. I'm normally in a hurry as I'm there at lunch and the LNS is quite a drive from my office. Of course I do sometimes need help, and if that's the case, I want cheerful assistance and friendly advice.

Libby, USA

At my local store the manager knows who I am, which projects I have bought material for and are working on. He knows which new patterns I would like to see and at times has already ordered the new things that he knows I will like. They offer layaway and because I am on SS he works with me when money is tight. How he can remember all the different things is something, this store sells yarn, thread, tatting, weaving, spinning, etc. and he remembers who is doing what. Small town advantage. We are allowed to wander and look as long as we want, the offer is made to help if needed, will try hard to find just the right items, special order can be done.

He will spend time researching and present back the information in a written form and allows us to make a decision when we are ready. He stocks what we want not what is being pushed.

Stitchin Granny AZ USA

As a male stitcher, I would just like to be treated as a potential customer. I am seldom greeted and often slip "under the radar". That's all right until I have a question. At that point, it's hard to be taken seriously. Worse, my questions are often greeted with condescension. OK, men are a minority in this area but you'd think a small business owner can't afford not to engage ALL their customers. I put up with it because I'm used to it but the LNS should be more aware. Some guys won't. Thanks for allowing me to vent.

Mark TX, USA

At my favorite LNS I am greeted when I walk in the door, and the girls always ask if I need help with something, but then, I'm in there at least once a week. It makes no difference to them, because they treat everyone equally. If you ask for help, they help, but they don't cling, and they never act as if their customers are interrupting them. At another store here in town, only the regular customers are greeted. Everyone else is followed, as if they might attempt to steal something. Needless to say, I only go there when absolutely necessary.

Jacquie OK, USA

I like to be greeted when I come in the door and then left alone to browse unless I ask for help. When I do ask, I want them to know what they are talking about and not act like I am a burden to them. This will put me off faster than anything else. If they don't know the answer I would rather wait for them to ask someone else than to have them give me bull. I have been lucky though. My local LNS is very good and everyone there is quite helpful, so I usually only have to deal with this when traveling.

Meeka MI, USA

I don't want anything more than a smile and a good morning. The staff should be available and knowledgeable *if* I seek their help, but a LNS, like a book-

store, is a place for browsing. Many years ago when I had a real LNS within walking distance of my house, I was browsing through the leaflets when the saleswoman came up behind me and offered help. When I turned to decline assistance she saw my face she immediately apologized saying "Oh, it's you." They knew me well enough to know I'd ask for help if I needed it, but I was happier looking around by myself!

Connie, USA

I like to be greeted with a friendly "Hi. Is there anything I can help you find? Our new arrivals are in the rack on the right-hand wall." 99% of the time, I can find what I want unassisted. (More



often, IT finds ME, lol.) If I tell the clerk that I'm browsing, I mean it...I do not want to be checked up on every few minutes or followed around. It makes me feel like they think I'm a potential shoplifter, and I'm more likely than not to leave empty-handed.

Cindy FL, USA

I like to be greeted with a hello and then quickly informed if there are any specials going on. My major pet peeve is to walk into a small business and not even be greeted. I have walked out of stores in which I have been in for more than 5 minutes and no effort has been made to make me feel welcomed.

Cheryl OH, USA