



MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

BROUGHT TO YOU BY ERC



Marvin Jr. and I stopped at a Dunkin Donuts on the way to school this morning to pick up his favorite - vanilla frosting with sprinkles. When we walked in, the women behind the counter greeted us with a positive attitude and a huge smile. She then looked at my son with a bag already in her hand and asked him if he wanted his usual - vanilla frosting with sprinkles. I was blown away.

Marvin Jr. felt very important. Mind you it was 6:40 in the morning. That, my friends, was a perfect example of engaging the customer. How well do you do engaging your customer?

1. It begins with a positive attitude;
2. Genuine Smile;
3. Personable greeting;
4. Engaging the customer with name or a conversation starter.

I have always been told you have 3-5 seconds to make a great first impression. We were impressed!