



### THE CUSTOMER'S PSYCHOLOGY

### USEFUL LANGUAGE - CUSTOMER SERVICE

EACH FONT TYPE YOU USE FOR YOUR BUSINESS EVOKES DIFFERENT EMOTIONS.  
Get the emotions you want people to feel when you select the right logo font.



#### Showing interest

- How can I help? - Right, OK, Mmm,
- Really? - Yes, No, Ok go on
- That's interesting. - Let's hear the full story...

#### Asking for details

- So what happened? - How did you deal with it?
- What did you do next? - What did you like about it?

#### Clarifying

- Yes, that's right. - What do you mean by...?
- Are you saying...? - Have I got this right?

#### Showing Empathy

- How awful! - I understand how you feel.
- I know what you mean. - I understand you're upset.

### VOCABULARY - INSIDE THE SHOP

### IDIOMS & EXPRESSIONS

|                    |                        |
|--------------------|------------------------|
| Bar code           | Code-barre             |
| Basket             | Panier                 |
| Cash register      | Caisse (enregistreuse) |
| Checkout (counter) | Caisse (de sortie)     |
| Counter            | Comptoir               |
| Consumer goods     | Biens de consommation  |
| Department         | Rayon (grand magasin)  |
| Design             | Plan                   |
| Foodstuffs         | Produits alimentaires  |
| Goods              | Marchandises           |
| Item               | Article                |
| Lay-out            | Disposition/Agencement |
| Manufactured goods | Produits manufacturés  |
| Product            | Produit                |
| Range of products  | Gamme de produits      |
| Section            | Rayon (supermarché)    |
| Shelf              | Etagère/Gondole        |
| Stall              | Etal                   |
| Trolley            | Chariot                |

- An ugly/rough customer:** a bad person.
- An awkward customer:** a person who is strict.
- An odd/queer customer:** a strange person/client.
- At all costs:** to want something absolutely.
- It costs the earth:** it's very expensive.
- I won't buy that!:** I don't believe you!
- I will buy it!:** I believe you!



'Customer satisfaction is a rating.  
Customer loyalty is a brand.'  
Shep Hyken