**Customer Service & Sales**

**Chapter 2- p 55**

**Features & Benefits of Products & Services**

|  |  |  |
| --- | --- | --- |
|  | Feature | Benefit |
| Definition |  |  |
| Answers the question… |  |  |
| Decided by the… |  |  |

**Chapter 2- p68**

**Greeting & Engaging the Customer**

**Chapter 2 – p 72**

**Gathering Information**

|  |  |  |
| --- | --- | --- |
|  | Closed Ended Questions | Open Ended Questions |
| Define |  |  |
| These questions start with… |  |  |
| Aim of using these questions |  |  |
| EXAMPLE | Do you want dressy or casual?  | What special event are you shopping for?  |