

# **Eliminate Your Fears and Doubts About Juggling Between Ringing Phones and the People Standing in Front of You**

*A very special National Gymnastics Day Presentation*



## **How not to handle waiting customers**

*A lesson from a shipping store*

What are your **biggest challenges** when it comes to juggling customers in person and those on the telephone?



**It comes down to this...**

**Occupied waiting feels  
shorter than un-occupied  
waiting**

**Since occupied waiting feels  
shorter than un-occupied waiting**

We need to see if there's something we can do to occupy  
customer's time while they wait.

## Establish Rapport in 3-seconds Flat

with every person in line - this is one way to "occupy" time

- Look up, make eye contact and smile
- If you can do it gracefully, say something like, *"Hi, I'll be with you in just a few moments."*
- Make eye contact with everyone waiting in line (seriously)



**Do you finish a conversation with a parent on the phone when a customer walks up? Or should you place the caller on hold? If you're talking to a parent, do you stop to answer the ringing phones?**

**The customer who takes the time to come to your gym should always have priority over a customer on the phone.**

## **If you're on the phone when a customer walks up**

Place the caller on a brief hold. *"Nicole, excuse me. I just had someone approach the front desk. May I put you on hold for a moment?"* **Try this.**

Greet the customer and explain that you're just finishing a phone call. **How would you greet?**

Wrap things up with the customer on the phone. If the business on the phone will take some time, explain that you'll need to call the customer back. (*"Nicole, I can certainly take care of this. Let me \_\_\_\_\_. I'll then call you back."*) **Try this.**

# If the phone begins ringing at roughly the same time a customer walks in

**Greet the customer first**, but do not ignore the phone call for too long.

**Example of how this would flow**

**Explain** to customer on the phone, "*Ms. Bryant, I'm happy to help you with this. I'm helping another customer at the moment. Can I get your number and I'll give you a quick call back?*" **Example of how this would flow**

**Realize** —> The customer in front of you is likely analyzing your professionalism, and she might think that she too would be ignored if she were to call.

# Adopt & Apply

(then a little more on rapport)



## Nice to Know: Building Rapport

### Creating Rapport

- Seek out contact
- Yield in conversations
- Use names
- Pace
- End interactions on a positive note

**Start  
Stop  
Continue**



**Questions?**

