

Lesson 22

1 TOPIC QUESTION

今日のトピック

Have you ever gotten angry at a worker in a store or a restaurant?

店やレストランで、店員に腹を立てたことはありますか？

2 ARTICLE

記事

Directions: Read the following article aloud.

課題：以下の記事をはっきりとした声で音読しましょう。



Providing Proper Service for Customers

There is nothing more important in the retail business than the treatment of your customers with respect to service and complaints. The way customers are treated with respect to service and the handling of complaints is directly linked to repeat sales.

When it comes to service, you should always determine what the customer really needs. This is not always what the customer thinks they want. The best way to do this is to have a good conversation with the customer and to discuss with them what they hope to achieve by the purchase. The purchase might not be an item but could as well be a service they need you to perform.

In addition to service, it is very important to handle any complaints from a customer in a proper manner. This is the way customers will remember how you treated them when they had a problem. If you did not step up to their problem in a concerned manner they will not be back to deal with you again. If you show them you care and are doing your best to deal with their problem then they will return again and again for repeat business.

Lesson 22

3 VOCABULARY

語い

Directions: First repeat after your tutor and then read aloud by yourself.

課題: 先生の後が続いてくり返した後、今度はひとりで発音してみましょう。

retail 小売り

determine 見つけ出す

conversation 会話

respect 敬意

achieve 実現する

concerned 気遣いのある

4 QUESTIONS

質問

Directions: Read the questions aloud and answer them.

課題: 質問を声に出して読んだ後、答えてみましょう。

1. What is the most important thing in the retail business?
2. How do you determine what a customer needs?
3. What happens if you don't step up to a customer's complaint in a concerned manner?
4. Has anyone ever complained to you about your service? What did you do?