

# A Penny for Your Actions

It's hard to remember to do the little things that are important when interacting with customers. Here's a fun way to involve everyone in making sure the little things don't slip through the cracks.



## **D**iscussion Guidelines: **Here's the Scoop:**

The goal of the activity is to focus on the "little things" you should be doing each day to enhance the relationship with the customer.

-  Today is going to be Little Things Day in the branch.
-  You will work in teams of 3-4 people each. Split the group evenly into teams and distribute the materials.
-  You'll each put your ten pennies in one pocket and take "The Little Things" sheet with you to your station.
-  For each "little thing" you do, you will transfer one penny to another pocket.
-  Although you are encouraged to do as many "little things" as possible with each customer, the following two rules apply:
  1. You can only transfer one penny per customer, regardless of how many "little things" were included in the interaction.
  2. Each penny transferred must represent a different "little thing" from the list.
-  Not all of the items on "The Little Things" sheet pertain to everyone, but there are enough "little things" listed for each of you to complete the exercise, regardless of your position.
-  The first team to have all its members transfer all their pennies will win a prize...and everyone keeps the pennies.

*Note: In preparation for Little Things Day, be sure to ask participants to wear clothing with two pockets.*

At the end of Little Things Day – or before the branch opens the following morning – debrief the exercise and award the prizes.

### Materials Needed:

- 1) Ten Pennies for each person
- 2) Copy of "The Little Things" Handout for each person

# Handout - The Little Things

- |  |   |
|--|---|
| Compliment the customer                              | Acknowledge the wait (if there was a wait)        |
| Listen carefully to the customer's request           | Give the customer your full attention             |
| Sincerely apologize                                  | Ask if there is anything else you can do for them |
| Recommend a product/service                          | Stand to greet the customer                       |
| Greet the customer                                   | Use a pleasant tone of voice                      |
| Process the transaction accurately                   | Express your appreciation for his/her business    |
| Make the customer feel welcome                       | Process the transaction in a timely manner        |
| Smile  | Ask questions to determine needs                  |
| Introduce yourself                                   | Offer a business card                             |
| Explain the features/benefits of the product/service | Ask how you may help                              |
| Establish/Maintain eye contact                       | Empathize with the customer's situation           |
| Use the customer's name                              | Refer the customer to the new accounts desk       |
| Thank the customer                                   |   |



## HAVE AN IDEA ...

Do you have a service or sales related activity or idea that you would like to share?

If so, e-mail it to:

[STARS@csprofiles.com](mailto:STARS@csprofiles.com)