**Customer Connection Toolkit: Quick-Start Pack**

*Level up every customer conversation—starting today!*

## 1. Customer Connection Self-Assessment

How well do you connect with customers? Circle Yes or No. Count your Yes answers at the end!

|  |  |
| --- | --- |
| Question | Y/N |
| I greet every customer within 5 seconds. Yes No |  |
| I use customers’ names or favorite items if I know them. Yes No |  |
| If a customer looks upset, I check if they need help. Yes No |  |
| I make friendly small talk when time allows. Yes No |  |
| I can name three regulars’ usual purchases. Yes No |  |
| I notice if someone is new or visiting from out of town. Yes No |  |
| I suggest add-ons only after listening to what the customer wants. Yes No |  |
| If I make a mistake, I apologize and fix it fast. Yes No |  |
| I know at least one detail about our local community. Yes No |  |
| I end every transaction with a thank-you and a smile. Yes No |  |

Score: 8-10 Yes = Star Connector • 5-7 = Solid Start • Below 5 = Opportunity for growth!

## 2. Relationship-Building Templates

Customer Memory Cheat Sheet:

|  |  |  |
| --- | --- | --- |
| Customer Name | Favorite Item / Note | Personal Detail (e.g., hobby, birthday) |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Top 10 Conversation Starters:

• Busy day or just starting out?

• Try anything new from our deli lately?

• Any fun plans this week?

• How’s the weather treating you?

• Notice our new product displays?

• Cheering for any team?

• Enjoying your regular or want to switch it up?

• Favorite quick lunch for a busy day?

• How was your weekend?

• Did you find everything you needed today?

Scripted Transitions:

|  |  |
| --- | --- |
| Situation | Go-To Phrase |
| Upsell | “Would you like to add a [hot coffee/snack] to your order for just $1 more?” |
| Complaint | “I’m sorry about that. Let me fix it for you right away.” |
| Repeat Visit | “Great to see you again! Welcome back.” |

Cultural Sensitivity Checklist:

• Smile and use neutral greetings (“Hi there!”)

• Be patient with language differences

• Never assume—ask politely if unsure

• Respect all holidays and traditions

## 3. Situation-Response Playbook

|  |  |
| --- | --- |
| If this happens… | Try this… |
| Customer overcharged | Acknowledge mistake, apologize, fix error, and offer a loyalty bonus |
| Customer can’t find an item | Walk them to the spot if possible—don’t just point |
| Line gets long | Smile, move quickly, and acknowledge the wait |
| Customer upset about wait | Listen, empathize, thank for patience, offer a coupon if needed |
| Child with parent is fussy | Offer a sticker or kid-friendly greeting |

## 4. Personal Progress Tracker

|  |  |  |  |
| --- | --- | --- | --- |
| Month | My Customer Connection Win | One Opportunity for Next Month | Manager Recognition / Notes |
| January |  |  |  |
| February |  |  |  |
| March |  |  |  |
| April |  |  |  |

Pin this sheet in the breakroom or share with your manager to earn extra recognition!