

# Customers See It... Even If We Don't!



## BIASES SHOW UP ...

- › In **WHO** we choose to acknowledge first
- › In **HOW** we welcome and engage customers
- › In **HOW** long it takes us to respond to and address a customer's requests or needs
- › In **WHEN** we decide to greet customers
- › In **Which** vehicles or features we highlight for customers
- › In **WHAT** we offer customers
- › **IN WHAT** our face and body language say to customers
- › In **WHAT** tone we use
- › In **WHAT** words we use in telling customers what to do

