



# Customer Engagement Reference Sheet

1. Engage the customer with a **respectful greeting**  
E.g. “Good morning / afternoon, how is your day going?”
2. Ask an **open ended question**  
E.g. “What’s for dinner tonight / the rest of the week?”
3. Let them know about any **new products** while you are serving them.
4. Keep a count of how many meals they have purchased - **make suggestions** for anything they’ve missed.  
E.g. “What about some pork mince for Wednesday night?”
5. Suggest **meal solutions** to get an extra sale.  
E.g. “Have you tried pork mince in your spaghetti Bolognese? The kids love it!”
6. Provide **cooking information** sheets for new products.
7. Have information or quick **reference sheets** available for counter staff.