

LESSON 3


GOAL Evaluate the quality of service

BEFORE YOU READ

WARM-UP What are the best ways for a business to keep its customers coming back? Explain your reasons.

READING

How can I help you?



Don't procrastinate! Make sure you get things done on time. Don't waste your customers' valuable time by making them wait for service. Giving customers what they want now is key to your success, and it should be at the top of your to-do list. The business that gets the job done efficiently and fast is the one that customers will come back to.

Be really reliable. If you say you are going to do something, do it. If a problem keeps you from doing it, apologize and promise to find a solution. However, avoid making promises you won't be able to keep. Treat customers right by being honest, and they will recommend you to their colleagues, friends, and family.

Stand by your products and services. The good workmanship and attention that go into your high-quality product, excellent service, or reasonable prices will be appreciated. No one wants a product that falls apart or doesn't work. If that happens, take responsibility and arrange to repair it or replace it.

Be extremely friendly and courteous, as well as a good listener. Be sure your customers feel respected and heard. Pay attention to complaints as well as praise.

Always try to be helpful. Sometimes it's difficult to answer a customer's question or fulfill a request. Instead of "I don't know," say, "I may not have the answer right now, but I'll find out." Instead of "I don't have time right now," say, "I'll make time." A "can-do" attitude, even under stress, assures customers that you will treat them professionally and that you are ready and willing to help. Above all, make your customers feel important and valued, and always thank them for their business.

Quality

Efficiency

Reliability

Services

INFER POINT OF VIEW Complete each statement, according to the point of view expressed in the Reading.

- If you waste your customers' time, they come back.
a will b won't
- If you don't do what you say you will do, your customers think you are reliable.
a will b won't
- If you aren't courteous to your customers, they complain.
a will b won't
- If your customers don't feel valued, they feel important.
a will b won't
- If you don't have a "can-do" attitude, your customers think you're willing to help.
a will b won't

ACTIVATE LANGUAGE FROM A TEXT

Find and underline these words in the Reading on page 32. Complete the descriptions, using the words.

reliable reasonable workmanship helpful professional

- I find Portello's prices really compared to other places. I've shopped around, and I can't find another service with such low prices.
- What I like about Link Copy Services is that they're so Even if the job is a bit unusual, they're willing to try.
- Jemco Design is extremely You never have to worry about their doing anything less than an excellent job.
- Dom's Auto Repair is incredibly If they promise to have a job ready in an hour, you can be sure that they will.
- The at J&N is amazing. Their products are all hand-made, and they last for years.

PRONUNCIATION Emphatic stress to express enthusiasm

Read and listen. Then listen again and repeat. Finally, read each statement on your own, using emphatic stress.

- They're **REALLY** reliable.
- They're **inCREDIbly** helpful.
- They're **exTREMely** professional.
- They're **SO** reasonable.

HOW YOU CAN

Evaluate the quality of service

FRAME YOUR IDEAS Complete the chart with services you or someone you know uses. Write the name of the business and list the reasons why you use that business. Then compare charts with a partner.

Service	Name of business	Reason
laundry / dry-cleaning		
repairs		
delivery		
haircuts		
copying		
other:		

Reasons for choosing a business

- efficiency
- helpfulness
- location
- professionalism
- reasonable prices
- reliability
- workmanship
- other:

DISCUSSION Recommend local businesses from your chart. Explain why you and their other customers use them. Use active and passive causatives.

"I always get my clothes dry-cleaned at Quik's Clean. They're near my home and their prices are reasonable."

"I rarely have my shoes repaired. But I hear that Al's Shoes is fast and reliable."

Test mixing (optional)

Find and underline three words or phrases in the Reading that were new to you. Use them in your Discussion. For example: "trust them right."

32 UNIT 3

UNIT 3 33