

The Customer is the Boss

Lefty's Sports Outfitters hired Marlana as a stock person during the second half of her junior year in high school. When summertime came, Marlana was one of three part-time employees offered full-time summer work to help offset the vacations other employees were taking. During the summer Marlana had an opportunity to work "on the floor" as a salesperson.

One Saturday morning a customer came in looking for a new baseball bat. Marlana showed him their selection and recommended a size 30. The customer said he needed a size 34. Marlana told him that people his size could never get a 34 around fast enough to hit an underhanded softball, let alone a hard ball, and would be better off with a size 28-inch or 30-inch bat. Marlana and the customer began to argue over the size of the bat. Finally, the customer got mad and left without buying a bat. During lunch, Marlana and Irene (the store manager) were talking over Marlana's new assignment. Marlana told Irene about the "little guy" that wanted the big bat and how the "little guy" got mad and left. Irene told Marlana that the customer is the boss and if he wants it, sell it to him. He explained to Marlana that he did not just lose a sale on a bat, but he also lost sales on whatever that customer and his friends might have bought in the future. A business-like sporting goods store relies on repeated customers.

Now answer the following questions using complete sentences.

1. How would you have handled the "little guy?" _____

2. What makes the customer the boss? _____

3. What would happen if all the employees treated customers the way Marlana did? _____

4. Have you ever felt like "telling off" a customer or the boss but didn't? YES NO How did you solve the problem and handle the situation? _____
