

Small Talk

Small Talks

- ▶ Small talk may seem to deal with unimportant topics, but it is necessary for ‘breaking the ice’ with customers. People can relax and get comfortable with light topics such as:
 - Their trip (*How was your flight? Did you have any trouble finding us?*)
 - Where they are staying (*So, how’s your hotel? Everything OK?*)

- (first) impressions of the city (*Have you ever been to ...? So, what do you think of ... so far?*)
- The weather (*Great weather, isn't it? How's the weather in ...?*)
- ▶ Be careful with making small talk on topics like family, religion or politics, or with making compliments about somebody's appearance. Depending on your customers' cultural background, they might find the topics too aggressive or too personal in a business context.

Customer Focus Extra

Good basic socializing skills help build your customer base. From the beginning, your customers will see how you show interest and pay attention.. This is an important step in establishing a rapport with your customers.

Taken from: Richey, R. English for Customer Care, p.14. Oxford, 2012