

Customer Service in the Movies

Discussion & Role-play

Sales

Michael Dyer

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Read and Discuss

In unit 8 we discussed how good listening skills are a key factor in delivering good customer service. However, this has to be accompanied by mutual understanding if we are to provide our customers with what they actually want rather than what we think they should want. It is no use listening if we don't make an effort to understand what the customer is trying to tell us, or if they don't understand what we are offering. In the example in this unit the customer repeatedly tells the salesman that he is in a hurry but the salesman doesn't listen. Instead, he continues to add unnecessary flourishes to the packaging. The problem here is that when the customer agreed to have the gift wrapping he didn't understand how long it would take and probably wouldn't have agreed to it if he had known. So the first step to work towards mutual understanding is to listen carefully to what the customer asks for. Next, think about how you can best fill that need. Then tell the customer what they need to know. Important facts the customer needs to know include how long the job will take, what the outcome will be and how much it will cost. By informing the customer of what you are able to offer, the customer is then in a position to make an informed decision based on the facts, resulting in customer satisfaction.



Setting the Scene

1. Why is it important that the customer understands what they are agreeing to?
2. Can you think of other facts that the client needs to know to increase understanding?
3. As a customer have you ever misunderstood what was being offered? What happened?
4. Has a customer ever misunderstood what you told them? How could this be avoided?

First Impressions

1. Who are the characters in this story?
2. What is the relationship between these characters?
3. Where does this scene take place?
4. What is happening in this scene? Why?
5. What did you find surprising or interesting about the scene?



Customer Service Tips

Discuss how these tips may apply to the situation in the scene

- ☐ Try to recognize urgency in customers before verbal cues are given.
- ☐ Take customer requests seriously and pay attention to what they are actually asking.
- ☐ A customer's time is valuable. If they must wait, acknowledge their patience.

Key Vocabulary

- | | |
|--|---|
| ☐ in particular | Is there anything in particular you are looking for today, sir? |
| ☐ How much is it? | I like that dress. How much is it please? |
| ☐ lovely | You've made a good choice there. That's lovely . |
| ☐ gift-wrapped | It's for my wife's birthday so can I have it gift-wrapped please? |
| ☐ let me | I think that one is broken. Let me just see if I can fix it for you. |
| ☐ pop it in | I'll just pop it in this bag for you so that it stays nice and clean. |
| ☐ so much more than | This is so much more than just a job for me. I really love my work. |
| ☐ You won't regret it | Just give me a chance to show you what I can do. You won't regret it . |
| ☐ there we go | There we go . It's all done. Now we can go home. |
| ☐ all we need is | All we need is some snow and it will be the perfect Christmas. |

Language Point

1. Do you often ask to have your purchases gift-wrapped?
2. Are you an expert at gift-wrapping awkwardly shaped items?
3. Do you like to receive things that are beautifully gift-wrapped?
4. Do you think it is a waste of time and money to have your purchases gift-wrapped?
5. Have you ever received a gift-wrapped...?

What happened?

1. Why is Harry in such a hurry to complete the purchase?
2. Does the salesman realize that Harry is anxious?
3. Does the salesman respond to Harry's need for speed?
4. Is Harry being sarcastic when he suggests dipping it in yogurt?
5. Why is Harry buying the necklace?
6. Who is Harry buying the necklace for?
7. Why does Harry get so frustrated?
8. Would you be irritated if you were in Harry's situation?
9. Why does the salesman want to put holly on the package?
10. Why doesn't Harry want the salesman to put the holly on it?

Notes

Ad-Lib the Scene

List the key events in the storyline and then ad-lib the scene

-

Perfect Service

Rewrite the video scene demonstrating ideal customer service in this situation

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Mini Dialog

Complete the dialog with words and phrases from the Key Vocabulary list

Saleslady: Can I help you, sir? Is there anything _____ you are looking for today or are you just browsing?

Ben: Uh, I'm looking for a birthday gift for my mother but I don't have much time to spare. I'm in a real rush.

Saleslady: Well, let's see what we can find for you quickly. What about one of these scarves? They're beautiful and very popular with the older ladies.

Ben: This one's pretty. _____

Saleslady: That one is \$100. It's very good quality. _____.

Ben: _____, I'll take it. Can I get it _____? You'll need to be quick 'cause I can't wait too long.

Saleslady: It won't take a moment, honestly. _____ just _____ this box and tie it up with this ribbon. _____ a gift tag and it's done.

Ben: Right. You've been a big help, but can I pay for it now? I've just got to dash. Thanks.

Saleslady: There. All done. Have a nice day.

Paraphrasing

Rewrite these sentences with phrases used in the dialog above

1. Are you looking for something special today?

2. What does this one cost?

3. You won't be sorry.

4. I'll put it in this box, tie it up with ribbon and put a gift tag on.

5. I'll be really quick.

Matching

Connect the two parts of the sentences

- | | |
|---------------------------------------|---------------------------------------|
| 1. Is there anything in particular... | a. ...so can you gift-wrap it for me? |
| 2. It's for my father's birthday... | b. ...one of those I can get you. |
| 3. Let me see if I have another ... | c. ...form and then we are done. |
| 4. All we need is to sign this ... | d. ...this bag for you? |
| 5. Can I pop it in... | e. ...I can do for you today? |



Conversation Jumble

Work with a partner and construct a conversation using the given words

- A: gift-wrap / could / this / for / quickly / me / you / ?
B: it / ready / I'll / for / have / you / sir / flash / a / in
A: quick / have / be / you'll / 'cause / to / I / wait / can't / really
B: in / Christmas / would / box / you / it / a / like / ?
A: just / I'll / it / pocket / in / my / pop / so / won't / I / a / want / bag / box / or / a
B: the / flourish / just / almost / and / final / finished / I'm
A: right / all / pay / can / now / I / ?
B: sir / certainly / go / we / there

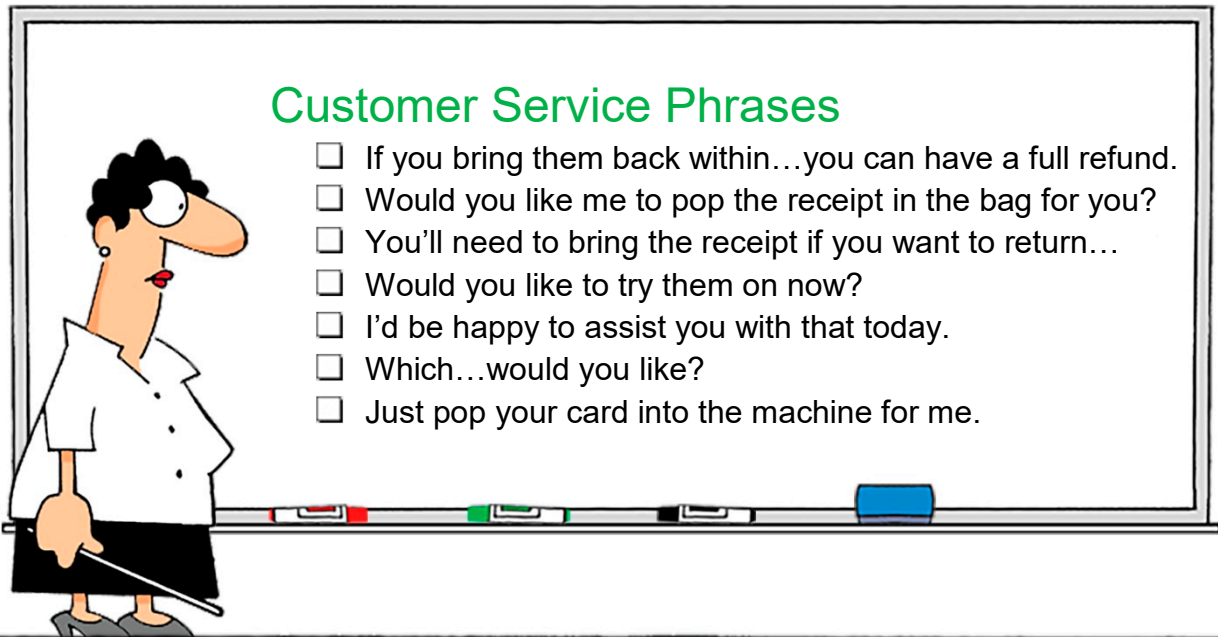
Synonyms

Write a synonym for the given word to complete the sentence

1. Shall we just ____ it in this cupboard where no one will see it? (put)
2. We'll have to be very ____ otherwise we'll miss the train. (fast)
3. The fireworks exploded in the sky in bright ____ of blue and green. (flares)
4. I'm nearly ____ here and then I'm going home for the night. (done)
5. Can you get me a ____ of cookies when you go to the store? (carton)
6. Do you like to ____ your donuts in your coffee before eating them? (dunk)
7. When the cookies are almost baked you should ____ them in sugar. (coat)
8. With a final ____ of paint the artist finished his latest picture. (touch)
9. Tradition has it that at Christmas you can kiss a girl under a ____ of mistletoe. (twig)
10. Why are you children ____ around here? Go home at once. (hanging)

How may I help you?

Complete the dialog with the most suitable phrases from the list



Customer: I'd like these two dresses please, but I just wanted to check with you whether or not I can bring them back to the store for a refund if I find that they don't fit when I get home.

Front desk: _____.

Customer: No. I'm in a real hurry and I don't have time to try them on. They look like the right size but I'm just not sure. I need to wear one of them tonight so I can come back when I have more time.

Salesman: _____ 28 days _____.

Customer: Ok then. I'll take them. Can I pay by card, please?

Salesman: Of course. _____.

Customer: There. And I've put my pin number in. All done.

Salesman: _____?

Customer: Oh, yes please. I mustn't lose that, must I?

Salesman: _____ the purchase.

Which of the following customer service rules does this dialog demonstrate?

- ☐ Taking the trouble to identify and anticipate customer needs.
- ☐ Learning everything there is to know about your customer so you can tailor your approach.
- ☐ Responding promptly to emails and phone calls.



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