



# 10 Rules of Engagement

For the front-line professional

1. **Ten Foot Rule** Warmly engages the customer as they are approaching
2. **Posture** Maintaining professional posture and is attentively ready to serve
3. **Eye Contact** Maintaining eye contact ensures the customer knows they are being listened to
4. **Identifying the Customer By Name** Whenever possible
5. **Active Listening** Verbally and Visually reconfirming information to make sure the customer understands you are listening
6. **Accuracy** Communicating accurate information
7. **Hand Gestures** Indicate direction using polite hand gestures and never point or snap fingers
8. **Breaks** Ensure snacking and meals are taken at designated break times
9. **Grooming** Always maintain the best grooming practices, not only in dressing appropriately but to ensure fresh breath and absence of body odour. Accessories, make-up and nail colour should be kept at a conservative level
10. **Positive Send-Off** Be sure to wish the customer an enjoyable event