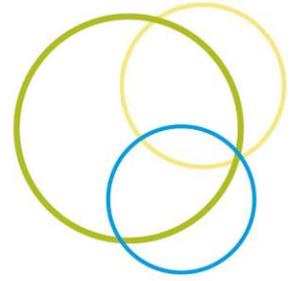




7b. Role Play Reactions

Instructor's Guide



Set-up

- Determine time and location for role play activity
- Review scenarios listed below, which are the same as those listed on "Customers Reaction Worksheet" (from 7a training activity)
- Determine who will role play WIC customer in each scenario when presented to trainees

During the Activity

- Explain that the following exercise will help them think about and prepare for their reactions to WIC customers
- Put people in place for role play
- Conduct role play as outlined in scenario
- Ask trainees to share an appropriate/useful response
- Ask trainees to share an inappropriate/non-useful response
- Discuss responses and review customer service expectations
 - Emphasize that WIC customers appreciate:
 - Equity
 - Respect
 - Discretion
 - Assistance
 - Coaching
- Continue with additional role play scenarios, as desired

After the Activity

- Discuss suggestions to improve reactions
 - Emphasize need to provide excellent customer service
 - Explain benefits to store
 - Explain possible consequences of very poor customer service
 - Emphasize customer service principles of your store
- Ask for questions about reactions to WIC customers

Role Play Scenarios (actions of a WIC customer)

- Seems nervous and confused as she approaches the checkout. Explains that this is the first time she's shopped with a WIC check.
- Shopper seems confused as she looks for WIC foods in the store. She approaches you and asks if you can help her.
- Acts rushed and in a hurry. Practically throws all food items on the checkout. When asked if she separated WIC items from non-WIC items, she groans.
- Presents with a salad kit and more than \$11 of produce.
- Presents a WIC check that is expired.

NOTE: There is no trainee activity sheet to accompany this training activity (7b). The instructor will provide all necessary materials and directions.