

Stopping Customers

Stopping customers is the act of successfully encouraging a customer or shopper to physically **stop** and begin listening to your pitch.

When you aim to stop someone, you should follow this acronym to make sure you have the highest chance for success:

S.E.E.C. Theory

Smile

Eye Contact

Enthusiasm

Confidence



A lot of times this part of your job is overlooked, and the effort put into it is minimal. This is likely because a stop usually only takes 2 – 5 seconds, and the time you have before initiating a stop after greeting a customer is usually only another 2 – 5 seconds. Even though it's such a small part of the entire pitch it is extremely important.

The stop is your first impression with a customer. How you greet them will set the tone for how you conduct the rest of your pitch and can sometimes determine how successful your pitch will be.

Distance Theory

10 Metres

5 Metres

3 Metres

As you attempt to make your first stop, while maintaining the S.E.E.C. Theory, you should be mindful of the distance between you and your customer.

1. At 10 Metres you can initiate a wave and a smile
2. At 5 Metres you can position yourself in a greeting way
3. At 3 Metres you can use your stopping line

Popular Types of Stopping Lines:

Neutral:

- Hello, how are you?
- Excuse me, can I share with you what I am doing today?
- Hi miss / sir have you heard of us?

Cheeky:

- Excuse me, before you run away!
- Excuse me, just to let you know... you haven't stopped for me yet.
- Excuse me, before you break my heart!

Funny:

- Excuse me, I'm Vegan!
- Oh, sir / miss, your trolley is leaking!
- Excuse me, where am I?

People will attempt to confuse, inspire, make laugh, or whatever they can to make their customers stop. As long as you are professional, following the PFRA Standard and not being rude, it's fair game!

Make sure you're putting in 100% effort when you attempt to make a stop and avoid the mistake of feeling "busy" but actually having zero productivity.