

Communicating with customers with different needs

Level 2 Gym-based programme
planning and preparation

Learning outcomes

By the end of this session you will be able to:

- Identify the most appropriate ways of communicating with customers to meet their needs considering background, culture and experience
- Explain how non-verbal communication affects the behaviour of the customer

Communicating with different clients

Every client will be different

Effective communication will involve adapting your communication style, attitude and response to suit a client's specific needs



Communicating with different clients

The skills needed for adapting communication effectively for different client's, include:

- Professionalism
- Adherence to the organisation's code of conduct (specific greetings/procedures)
- Good manners
- Appropriate language
- Friendly attitude

Communicating with different clients

An instructor's communication may need to be adapted with different types of customers, including:

- Children
- Young people
- Adults
- Older people
- People with disabilities
- People with English as a second language

Communicating with different clients

Non-verbal communication is important, especially when you meet clients for the first time. It will affect the client's perception of you. Remember:

- Body language (positive/open and negative)
- Facial expressions (smiles, eye contact)
- Gestures
- How you dress
- Written/visual (charts, graphs, posters, images)
- Respect a client's personal space and appropriate touch