

Five-step method to influence customer behaviors

Adapted from Detective Gerald Leray, Pueblo Police Department

- **Ask** — Keep a question mark in your voice. People like to be asked, not told! Maintain a respectful distance from the customer (which also helps protect you).
- **Explain why?** — Keep it simple and use a declarative voice.
- **Present options** — In a friendly voice, put the specific positive options first followed by negative ones. Think about what's in it for the customer. How can the customer save face with companions?
- **Confirm decision** — If the customer makes a positive decision, reinforce this with a thank you. If the customer's decision is not a positive one ask, "Is there anything I can say to help you rethink this?" before moving to the negative consequences created by the customer's choices.
- **Act** — In less serious situations consider consulting with another staff member, manager, or PIC, etc.
In case of assault, property damage or other serious incident notify authorities (administrators, security, PICS, police immediately.)



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