

Personal Connection Conversation Starters

When you make a personal connection with your customers, you can keep them coming back for more! One of the best ways to do that is to strike up a conversation.

That's a skill that takes some practice! Try this activity to get started:

- Go someplace where you can do some people watching, like a mall or coffee shop. Remember to always use the buddy system.
- With a friend, spend some time observing people and picking up on clues that would help you strike up a conversation.
- Write your observations and conversation starters on your Conversation Starter Log.

Conversation Starter Log

Observation	Conversation Starter
EXAMPLE: A woman wearing a sports team jersey	"I see you're a fan of [name team]. How are they doing this year?"
EXAMPLE: A dad with three kids	"Your kids are so cute! How old are they?"
EXAMPLE: A girl carrying a yoga mat	"How long have you been doing yoga? Where do you take classes?"

Conversation Starter Log

Observation	Conversation Starter