

Task 1

Body language and communication

Scenario:

Jamal works in a beachside café. Last week he noticed a woman come in shortly before he was due to close. He noticed she had a broad grin across her face and was looking all around the premises and especially at the photos of the café, which were taken in the sixties.

They got talking and she told Jamal that as a child she regularly came on holiday to the beachside and was delighted that the café hadn't changed very much.

She was just about to order when a regular customer came in and Jamal could feel him staring at him. He decided he ought to deal with him first. The woman seemed surprised, she stopped smiling and took a step back. Shortly afterwards she walked out. Jamal did call out she ignored him.

Questions:

1. As keeping the customer loyal would be considered a priority, wasn't Jamal right to deal with him first?
2. How could Jamal use body language to help keep both customers happy?