
How Do I Interact With Customers While Wearing a Mask?

What does the 'new normal' look like when we can't see our customers' facial expressions? Here are Chelsea and Ryan Avery's tips for communicating with customers while wearing a mask....



The New Wardrobe Accessory

How we pick our shoes, jewelry and socks is how we need to think about our mask! Our mask can and will reveal a lot about us and our company in the new business world...

Does it work?



The most important part of the mask is to make sure we have the right kind for the environment we are in. The point of masks is to protect ourselves and our community. Does it work?

How does it feel?



After we have our effective mask, we need to make sure it feels good and fits right on our face! Not all masks, especially handmade, will stay put in a mostly comfortable way.

What does it say?



Our masks are the new extension of how people see us. First impressions still matter in today's world! Color? Design? Material? What does your mask say about you?



Express Through The Eyes

With our face now mostly hidden, there are six basic emotions we need to express through our eyes and eyebrows: Happy, Sad, Fear, Anger, Disgust and Surprised! How do we do that?



Practice in front of a mirror with your mask on and go through all six emotions! Our eyes can and will share how we feel! Same goes for our customers. Start reading their eyes!



Use Your Hands & Voice

Now more than ever we need to use our hands to further demonstrate what we're feeling. Also, be extra intentional with your words, communication is key!

HANDS: Use hand gestures to illustrate your point or enhance the energy of the conversation!

VOICE: It's okay to let people know how you are feeling by verbally SAYING it vs. showing it!