

SALES TRAINING

A close-up photograph of a hand holding a yellow credit card over a black payment terminal. The terminal has a keypad with buttons labeled 'ABC 2', 'DEF 3', 'GHI 6', and 'JKL 9'. In the background, a person wearing a bright blue shirt is partially visible, and a laptop is on a wooden counter.

BUILDING THE SALE: UPT AND AVERAGE BASKET

Key metrics that contribute to our store's
success and your individual performance.

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How to use Weekly Meeting Topic Guides

What are the Weekly Meeting Topic guides?: One-page topic guides to help managers educate their sales team on sales growth topics and strategies.

Goal: BSPK morning meetings are designed for one simple purpose:
to modify behaviors in order to achieve a desired result.

Weekly Topic: The meeting is intended to be delivered daily for an entire week in order to ensure that all team members have fully absorbed the content before moving on to the next topic.

Sections: BSPK morning meetings are divided into 4 easy steps.

- Introduction
- Questions for the team
- Teach the topic
- Set the expectation

Meeting time: A morning meeting should be no longer than 15-20 minutes.

Best practices:

- Review the content before your morning meeting
- Deliver the meeting in your own voice without reading verbatim from the meeting notes
- Use the guide as a reference but always make eye contact with your team
- After the meeting, be present on the sales floor and be prepared to provide in-the-moment coaching where needed

Building the Sale: UPT and Average Basket

Step 1 Introduction

This week's focus is on strategies to boost our sales by focusing on **UPT (Units per Transaction) and Average Basket**. These are key metrics that contribute to our store's success and your individual performance.

Step 2 Questions for the team

- To start, can someone please explain what UPT and Average Basket are?
- Can you share any recent experiences where you successfully upsold a customer or convinced them to purchase additional products?
- What do you think are the most important factors when suggesting additional products?

Step 3 Teach the topic

Now, let's explore some strategies to increase UPT and raise the Average Basket.

- 1) Active Listening:** Start by genuinely engaging with customers and actively listening to their needs and preferences. Ask open ended questions to understand their preferences and guide them to the perfect product choices.
- 2) Know Your Products and Inventory:** Be knowledgeable about our products. Understand product features, benefits and how they meet customer needs. Use this knowledge to recommend complementary items or upsell to higher-value products.
- 3) Know Your Inventory:** Ensure that you are regularly checking the inventory to know what we have available. Role play with your team to share ideas about what to recommend so that you always know the perfect accessories to compliment every product in the store.
- 4) Cross-Selling:** ALWAYS suggest additional products which offer additional value. Cross-sell related items by explaining how they enhance the customer's primary purchase. It may be a good idea to create a "focus tray" of accessories that you can propose to every client.

Step 4 Set the expectation (this is how you can say it)

This week management will be observing your interactions on the sales floor to watch for suggesting selling and up-selling. We will take a look at our UPT and Average Basket stats at the end of the week to evaluate how we did as a team. Remember that building sales isn't just about selling more – it's about being a good listener and uniting our customers with the pieces they are dreaming about. Let's work together to create warm shopping experiences for our customers.