

SELLING FLOW



STEP 2: THE WELCOME

The "welcome" technique in retail stores involves creating a warm and inviting atmosphere, making customers feel valued and comfortable from the moment they step inside.

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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 morning meeting
- Deliver the meeting in your own voice without reading verbatim from the meeting notes
- Use 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

Selling Flow - Step 2 - Welcome

Step 1 Introduction

Good morning, team. Over the next several weeks we are going to be discussing the steps of the retail selling flow. Selling flow is a process that a client advisor follows when interacting with customers. The purpose of selling flow is not to be robotic, but instead to provide a framework for building connections & closing sales. Knowing the selling flow ensures that client advisors are prepared to provide each client with an exceptional store experience & follow-up.

This week we will focus on reviewing Step 2 - Welcome

Step 2 Questions for the team

- Can you tell me about an experience when you visited a store and did not feel welcome? What were the employees doing?
- What are some ways that we can make clients feel welcome as they enter the store?

Step 3 Teach the topic

Let's review some best practices for welcoming clients. We only have one chance to make a good first impression so it's important that we start their store experience with a warm and inviting welcome. As I'm reading think about whether we are hitting all of these points and whether there are any areas which need to be elevated.

- I always welcome the customer with a friendly greeting, making them feel comfortable and acknowledged.
- I smile and use welcoming body language.
- If I recognize the customer I welcome them back to the store and greet them by their name.
- I offer a compliment if they are wearing one of our products.
- I always offer a tour of the store.

Pro tip: If it is their first time to the store, a store tour is an opportunity to show them our offering and if they have been to the store before it is an opportunity to show them what is new since they last visited.

Pro tip: If a client wants some space, allow them a moment to take the store in and then find an opportunity to engage. You can make yourself busy in the area that the client is shopping in so that you are available to them.

Are there any questions?

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

This week I would like for all of us place a renewed focus on our welcome. Management will be observing these points while we are on the sales floor and calling out areas for improvement. Let's work together to elevate each other and hold one another accountable to our company's stringent standards of excellence.