

BUILDING BLOCKS



REPAIR EXPERIENCE

A positive repair experience on the sales floor involves skilled technicians promptly addressing issues, ensuring customers receive efficient service, and leaving with their devices restored to optimal functionality.

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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

Step 1 Introduction

This week's morning meeting topic is a discussion of the benefits of offering an exceptional repair experience.

Step 2 Questions for the team

- What do you think are some of the benefits for providing a great repair experience?
- Can anyone share a time where they went above and beyond when a client visited for a repair drop-off?

Step 3 Teach the topic

Here are some benefits for providing excellent service to clients dropping off repairs:

Client Satisfaction: Exceptional service leads to happier customers, increasing their likelihood of returning for future purchases. Satisfied customers are more likely to become loyal, repeat clients.

Upselling Opportunities: Client advisors can recommend complementary products while dropping off repairs, potentially increasing sales during their visit. You may consider preparing a tray of "focus products" which you present to every repair customer.

Reduced Client Issues: Providing education about care & maintenance during the repair drop-off process leads to fewer returns & client issues.

Data Collection: Repair drop-off's can provide an opportunity to confirm the contact details in the client's profile. Always double check that their info is up-to-date.

Providing excellent repair service has a ripple effect on the store's success and reputation.
Are there any questions or feedback?

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

This week we are asking for a renewed focus on the repair experience. I'll be observing repair interactions while I'm on the sales floor and I'll also be calling on a few of you during our morning meetings this week to share your stories about servicing clients for repairs. I can't wait to hear about all the positive interactions.