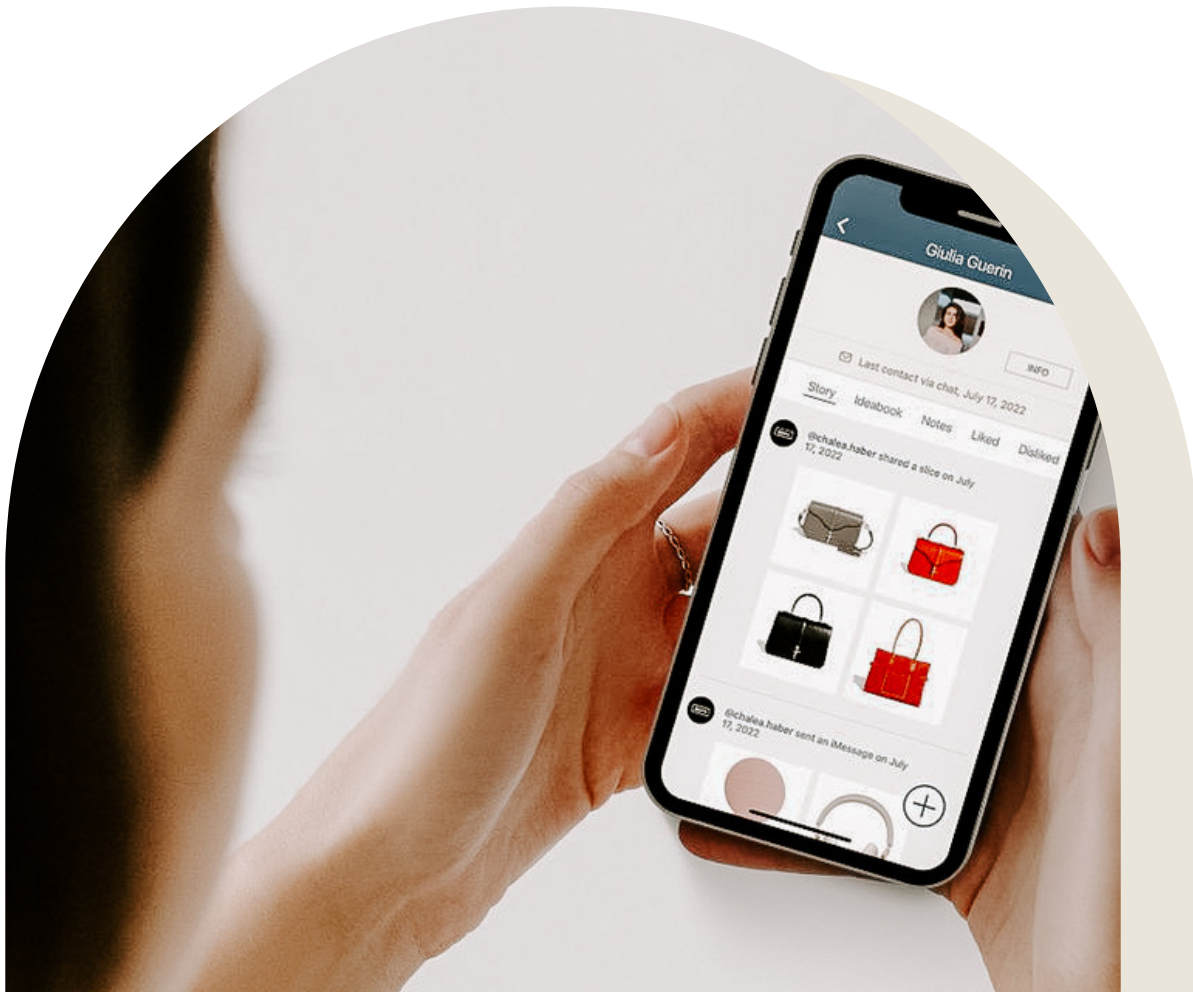


CLIENTELING



WHAT IS CLIENTELING?

Clienteling is a personalized customer service approach where sales associates build long-term relationships with clients by leveraging data and insights to anticipate their preferences, offer tailored recommendations, and provide a seamless and memorable shopping experience.

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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

Step 1 Introduction

Good morning, team. Today we are going to answer the question, "What is Clienteling?" There is no doubt that you have heard this word before but there is often confusion about what clienteling actually is.

Step 2 Questions for the team

- How would you define clienteling?
- Would all communications from our company be considered clienteling?

Step 3 Teach the topic

Let's delve into the topic and define what clienteling is.

Clienteling is proactive 1:1 communication between a client advisor and their individual client. The messaging is personalized and relies on details that were learned from the client's in-store visits and conversations. Unlike marketing emails and mass messaging, which are usually designed for a large audience, clienteling is aimed at individuals in order to build relationships.

Some benefits of using clienteling to build relationships include:

Loyalty: When customers feel valued and understood, they are more likely to return to shop with you.

Client Retention: It takes less effort to retain existing clients than to acquire new ones.

Increased Sales: Clients are more likely to spend when they receive suggestions from a trusted advisor.

Higher UPT & Average Basket: Clients are more receptive to upselling and cross-selling when they trust your recommendations.

Referrals: Satisfied clients are likely to recommend their friends and family to shop with you.

Are there any questions?

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

Now that we all know what clienteling is and the benefits, I'd like for us to make a team effort to follow-up with customers whom you've helped recently and work toward converting them into loyal, repeat clients. This week I'd like for you all to be prepared to share at least one story of how you successfully engaged a new customer or re-engaged an existing client using clienteling. I know that together we can make an impact.