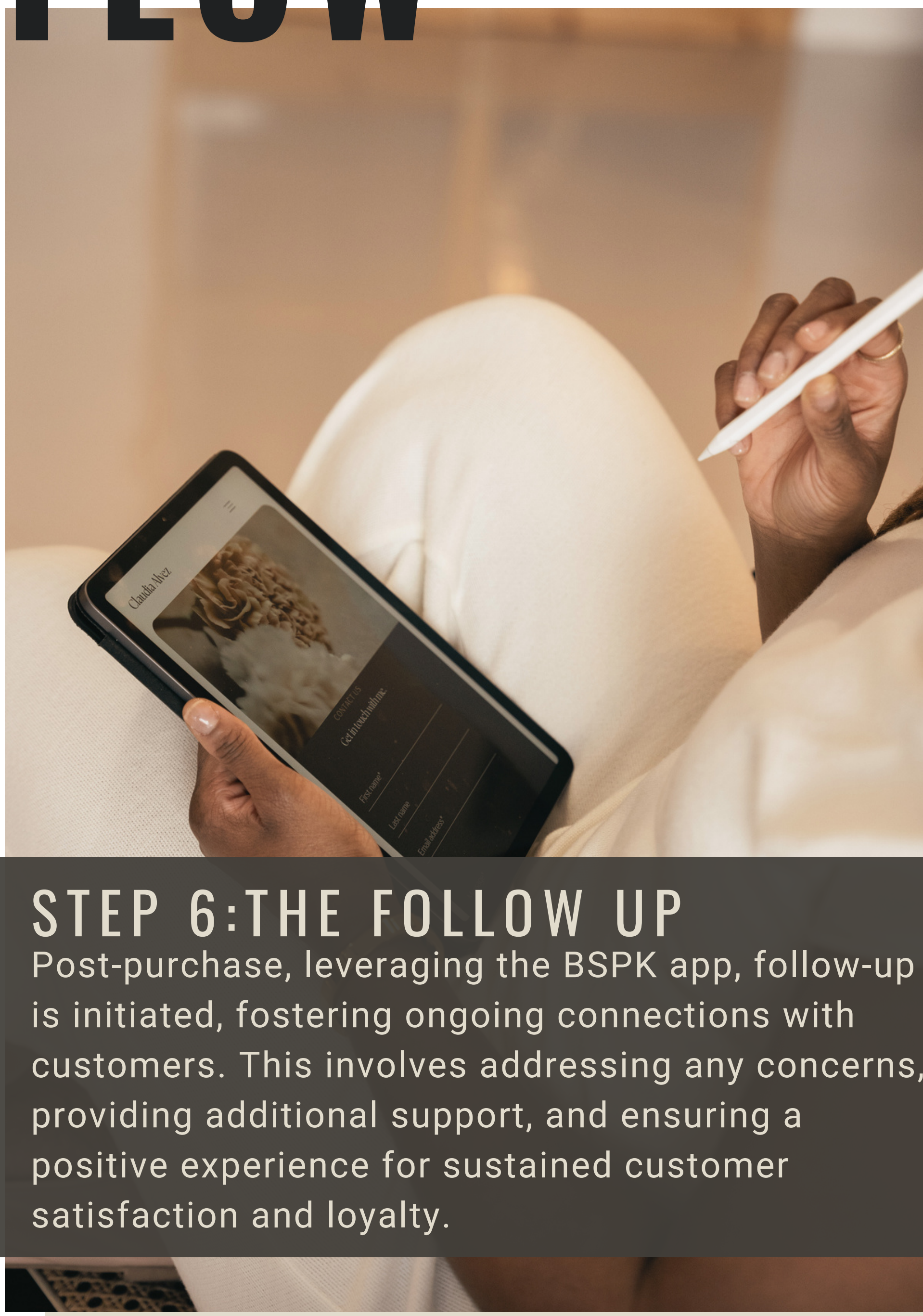
SELLING FLOW



STEP 6:THE FOLLOW UP

Post-purchase, leveraging the BSPK app, follow-up is initiated, fostering ongoing connections with customers. This involves addressing any concerns, providing additional support, and ensuring a positive experience for sustained customer satisfaction and loyalty.

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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

Weekly Meeting Topic
Selling Flow - Step 6 - Follow up

Confidential

Step 1 Introduction

Good morning, team. Over the past weeks we have been reviewing 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 be reviewing the final step - Follow-up.

Step 2 Questions for the team

- Does a relationship with the client end once you have made the sale?
- What are some ways that you re-engage clients after you've made a sale to them?

Step 3 Teach the topic

The goal of following up is to ensures that the customer is happy with their purchase and to stay in touch to discern opportunities for future engagement. Some of your outreach will be sales driven, whereas other outreach may be small talk. Ultimately, if you have a relationship with the client that is built on trust, they will be far more likely to return. Let's review some best practices for following up.

- After the client has left the store, you should enrich the profile by filling out new information that you learned about the customer during their visit. Do this as soon as possible while the information is fresh in your mind. Pro tip: Recording information about special dates, hobbies and product preferences can give you excellent reasons to follow-up with your client.

- Always contact your client for special dates, such as birthdays, anniversaries and holidays.

- Make sure to invite your clients to any in-store events.

Pro tip: Use the 3-30-60 rule for follow up.
- Send a thank you email or a hand-written thank you card within 3 days of the purchase.
- Follow up within 30 days to see how the customer is enjoying their purchase.
- Contact them again within 60 days to propose other products that you think they will like.

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 follow-up. Management will be asking to see some of your follow-up messages to understand your strategy for building relationships. Let's work together to elevate each other and hold one another accountable to our company's stringent standards of excellence.