

CLIENTELING



CELEBRATING SPECIAL DATES

Celebrating special dates, such as anniversaries or birthdays, with personalized gestures or promotions is a meaningful way for businesses to express appreciation and strengthen the bond with customers, fostering loyalty and positive brand associations.

Visit us at
www.bspk.com
@bspksf

BSPK

BSPK

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

Weekly Meeting Topic

Celebrating Special Dates

Confidential

Step 1 Introduction

This week's meeting topic is celebrating special dates.

Step 2 Questions for the team

- Why do you think it's important to celebrate special dates in our store?
- What special dates or occasions do you believe are significant to our clients and community?
- How do you think celebrating special dates can positively impact customer loyalty and engagement?

Step 3 Teach the topic

Special date celebrations offer a chance to create memorable experiences for our customers by offering unique decorations, activities and experiences. These experiences differentiate us from competitors and leave a lasting impression on customers.

Let's discuss some ways that we can celebrate our clients' special dates to build trust and loyalty.

Champagne & light bites: If your client has an upcoming birthday or anniversary, inviting them into the store for a glass of champagne and some light bites (such as macarons) can be a nice celebratory gesture. Make sure to have some unique pieces set aside that you think they may like to add to their collection.

Circle of friends event: We can host a private shopping events outside of store business hours for your client and their closest friends. Our clients typically have friends who have similar interests and spending power so this can be an excellent choice to acquire new clients.

Styling event: We can host a private styling events outside of store business hours for a small group of clients to preview new arrivals before they are made available to other clients and show them how to style these products to create looks.

Private lunches: Holidays and new product launches are excellent occasions to book a reservation at a nearby restaurant to host some of your clients in a group setting with a manager also in attendance. Following the lunch, we will all head back to the store for a shopping appointment.

These are just some potential ideas. If you have other ideas or thoughts, let's have a conversation to discuss how we can craft a special experience.

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

Over the next several days, I'd like for each of you to think of at least one client whom you would like to propose a special experience for. Be prepared to tell me who the client is, which products you are planning to propose and what the anticipated return on investment (ROI) will be. By embracing creativity, innovation and collaboration, we can elevate the client experience and foster stronger client engagement.