

BUILDING BLOCKS



COMPANY PHONES ON THE SALES FLOOR

Equipping the sales floor with company phones streamlines communication and enhances efficiency, enabling swift and seamless coordination among team members for optimal customer service.

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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

Company phones on the sales floor

Step 1 Introduction

Good morning, team. Today we're going to discuss the best practices for using **company-issued phones on the sales floor**. As we all know, our phones are valuable tools for providing exceptional customer service and follow-up. However, it's crucial that we use them responsibly and in a way that supports our goals.

Step 2 Questions for the team

- How do you currently use your company phones while on the sales floor?
- Have you encountered issues when using phones in the past?
- What do you think are the most important aspects of using phones to assist customers?

Step 3 Teach the topic

Let's go over some best practices for using company phones effectively:

Prioritize Customer Interactions: Always put customers first. If you're helping a customer in person, give them your full attention, and put your phone away. If you receive a call or message while assisting a customer, always wait to respond until you are finished assisting the customer who is in front of you.

Maintain Professionalism: Be mindful of where you are using your phone on the sales floor. If possible, try to avoid using your phone where it is visible from outside the store or near the customer entrance. Customers may assume that you are using a personal device so we must always be aware of perception.

Messaging: Please use a respectful tone and appropriate language when communicating with customers via text or phone. If you need help crafting a message, refer to our scripts or reach out to a manager for guidance.

Protect Company Data: Ensure your phone is secured with a passcode to prevent unauthorized access and do not share your personal login credentials with anyone.

Are there any questions or feedback?

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

To make sure we're following these best practices effectively, management will be observing mobile phone usage on the sales floor and we will provide recommendations where opportunities are observed. Our technology provides us with an opportunity to better serve our customers so let's use them responsibly and ensure that every interaction on the sales floor leaves a positive impression.