

SALES TRAINING



SELL WHATS AVAILABLE

Having the skill to sell what's available is an important skill. There could be a variety of reasons why we do not have an item available.

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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 meeting topic is sell what's available.

Step 2 Questions for the team

- How do you handle customer inquiries or requests for items that are not in stock?
- What are the advantages of selling what's available in the store vs. placing an order?
- What challenges do you face when trying to sell what's available vs. placing an order?

Step 3 Teach the topic

Having the skill to sell what's available is an important skill. There could be a variety of reasons why we do not have an item in stock that the client is asking for, especially during holidays and peak periods, so it's important to know how to propose alternatives that will meet the client's needs. Let's discuss the steps to sell what's available.

Know your inventory: Before interacting with clients, familiarize yourself with the products currently available in the store. Take note of popular items and know the stories & features behind them.

Know your client: Check their purchase history to see what they already own and propose products that will compliment existing pieces in their collection.

Understand the customer's needs: Actively listen to clients to understand their needs and preferences. Ask questions to uncover their specific requirements and tailor your recommendations accordingly. Maybe the alternative that you suggest is an even better fit than what they are asking for!

Highlight immediate availability: Emphasize the immediate availability of products in-store as a key selling point. It's more convenient to be able to take the item home and use it right away, without the need to wait for delivery.

Handle objections effectively: Anticipate and address any potential objections or concerns that customers may have regarding the available products. Provide honest and transparent information to alleviate their doubts and build trust.

Are there any questions?

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

Remember to apply these strategies consistently and adapt them to meet the unique needs of each customer interaction. Throughout the day, management will observe your interactions on the sales floor and provide recommendations where needed. If we all make an effort to sell what's available I know that together we can make a positive impact.