

CLIENTELING



PREPARING FOR THE HOLIDAYS

Preparing for the holidays involves meticulous planning and execution, from optimizing inventory and creating festive marketing campaigns to enhancing customer service, ensuring businesses can capitalize on the seasonal surge and provide a joyful and seamless experience for customers.

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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

Preparing for the Holidays

Step 1 Introduction

Good morning, team. This week we will be discussing best practices to prepare for the busy holiday season. Q4 is the “Super Bowl” of retail so it’s important that we are all proactive in our preparation to ensure the best possible results.

Step 2 Questions for the team

- What are some challenges you have faced when clienteling during the holidays?

Step 3 Teach the topic

The most important way that we can ensure success during the holidays is to schedule appointments for clients to shop early before they explore competitors. Explain the benefits of setting an appointment for early holiday shopping. This is how you can explain it to your clients.

- If you shop now, we will have a better selection of popular items.
- I have ample time for appointments now. As we get closer to the holidays my availability will become more limited.
- If I need to transfer in any products for you, I want to make sure that I have ample time to meet your deadline.
- Parking will become more difficult during the holiday rush so let’s schedule an appointment now before it gets busy.

By explaining these benefits we can get our regular clients in to shop now and then we can focus solely on walk-in’s as our traffic begins to increase.

Are there any questions?

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

This week we are asking for each of you to begin reaching out to your clients to encourage early holiday shopping. You will find a script available in BSPK which you may use for your outreach. Management will be checking in with you to evaluate your progress and assist with any resources that you may need. Thank you for your time and attention to make our holiday season a huge success.