

SELLING FLOW



STEP 1: PREPARATION

Successful selling requires thorough preparation, including understanding customer needs, mastering product knowledge, and refining persuasive communication skills

Visit us at
www.bspk.com
[@bspksf](https://www.instagram.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

Selling Flow - Step 1 - The Preparation

Step 1 Introduction

Good morning, team. Over the next several weeks we are going to be discussing 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 focus on reviewing Step 1 - The Preparation

Step 2 Questions for the team

- If our staff or our store environment is not to standards, how can this impact the customer experience?
- What are some of the things that you think are important for us to do in order to be ready to welcome clients?

Step 3 Teach the topic

Let's review some best practices to prepare the store for clients. Before a client ever steps foot in our store we need to ensure that we are prepared to deliver a world-class experience. As I'm reading think about whether we are hitting all of these points and whether there are any areas which need to be elevated.

- The store is always held to visual standards.
- My look is polished and I am properly attired.
- I know my product knowledge and inventory.
- I regularly practice styling with my peers.
- I am not using a mobile device where it is visible from the outside or entrance.
- I am not crowding near other client advisors.
- If I am waiting for an appointment, I already have products curated and set aside.

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 preparing ourselves and our space to deliver a truly world-class experience. Management will be observing these points while we are on the sales floor and calling out areas for improvement. Let's work together to elevate each other and hold one another accountable to our company's stringent standards of excellence.