

# SELLING FLOW



## STEP 4: THE PRESENTATION

During the presentation phase, adept sales professionals skillfully showcase products or services, highlighting key benefits and features to captivate and inform clients, fostering a compelling case for purchase.

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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

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 4 - Present

### Step 2 Questions for the team

- What are some gestures that you use when showcasing our products?
- What are some of your favorite stories that you like to share?

### Step 3 Teach the topic

Let's review some best practices for your presentation. 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.

- I use a luxury vocabulary to describe the products I am showing.
- I tell a story about the product.
- I describe at least 1-2 features that make the product special and the benefit to the customer.
- I always encourage the customer to try on the product.
- I offer the customer a mirror and ask them how the product makes them feel.
- I show complimentary products to style the customer.
- I put on presentation gloves to show care for the product.

Pro tip: When the customer is trying on the product and looking in the mirror, always ask "How does [the product] make you feel?" This is an open-ended question that will give the customer the opportunity to share candid feedback. If there are no objections then you can use this as an opportunity to close on this product, summarizing why you think it's the perfect piece for them.

Pro tip: Always know 2-3 complimentary products that you can use to style every product in the store. This way if a client selects a piece they like, you can effortlessly show them how to wear it and potentially sell additional products.

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 our presentation. 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.