

BUILDING BLOCKS



ASKING FOR CUSTOMER CONTACT INFO

Acquiring your contact information is crucial as it enables us to provide timely and tailored updates, ensuring you receive the latest information on exclusive offerings and enhancing our ability to cater to your unique preferences effectively.

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**Note for California Stores: If you work in a California store, be sure to follow the company's customer data collection policy to ensure compliance with the California Song-Beverly Credit Card Act.

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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

Asking for Customer Contact Information

Step 1 Introduction

This week's meeting topic is asking for **customer contact info**, also called customer data capture.

Step 2 Questions for the team

- Can anyone tell me why it's important to capture customer contact information?
- What are some of the ways that you ask for customer contact information today?

Step 3 Teach the topic

Capturing customer contact information is one of the most important things we need to ask for when assisting customers. Even if you provide the most incredible in-store experience, if you don't have the customer's contact information then you have no way to follow-up and clientele to them later. Let's discuss some best practices for how to capture client contact information.

Words to avoid: Avoid saying the words "system" and "database." These have negative connotations and make people feel that they are going to be bombarded with spam. Instead, use the term "my personal client book."
Example: "I'd like to add you to my personal client book so we can stay in touch."

Just ask: Do not ask if they would like to provide their contact information. Just ask for it.
Example:

- *"What's a good phone number for me to text you at?" "And a good email address?"*
- *"What's your address so that I can send you a thank you card?"*
- *"And may I have your birthday so that I can send you a small gift when it's your birthday month?"*

Communicate the benefits: Be comfortable explaining the benefits of sharing their contact information with you. Some of these benefits include:

- *"I will ensure you're among the first to hear about new arrivals."*
- *"I can keep an eye out for products that I think you will like and send you pictures."*
- *"I can invite you to the store for special events."*
- *"I can send you personalized shopping recommendations for holidays and special dates."*

Practice the way that you explain these benefits with a peer or a manager so that you feel comfortable explaining them to a client.

Client control: Always remember that it's entirely up to the customer whether they wish share their contact information with us. We do not require customers to provide their information as a condition of making a purchase. The only exceptions to this would be if a client is dropping off a repair or if the client is requesting that we ship their purchase.

Where to ask: For legal reasons, always collect customer contact information BEFORE heading to the POS or AFTER the sale is completed. Never ask for customer contact information at the POS or while they are paying.

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

This week, we're emphasizing customer data capture. Management will listen to your sales floor conversations to ensure effective customer data capture. We'll also do role-playing to boost your confidence. We'll review our capture rates next week to see what impact we made. Together, we'll elevate our store capture rate!