SELLING FLOW

STEP 3:CONNECT & DISCOVER

The "connect and discover" approach in client interactions focuses on establishing meaningful connections and uncovering their specific needs and preferences to provide tailored and personalized solutions.

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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

Weekly Meeting Topic
Selling Flow - Step 3 - Connect & Discover

Confidential

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 3 - Connect & Discover

Step 2 Questions for the team

- Why is it important to connect with the customer before prosing product?
- What are some ways that you connect with clients?
- What are some questions that you like to ask your customers to understand their needs?

Step 3 Teach the topic

Let's review some best practices for connecting with clients. 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 engage in small talk to get to know that customer and establish a connection. I ask elevated open-ended questions to understand the customer's needs, preferences, and goals.
- I do not ask questions that cannot be answered with "yes" or "no."
- I use visual queues to ask questions that are not always product related.
- I ask which products they are dreaming about.
- I actively listen and allow the customer to do most of the talking.

Pro tip: Some great ways to engage in small talk are positive comments about a shopper's style, other shopping bags that the customer is carrying, comments about pets, asking about their day or the weather.

Pro tip: If the client is shopping with a young child, always ask for permission if you can give them a coloring book. This will help to keep their child entertained so that they will not feel rushed while in the store.

Pro tip: If the client is shopping with their dog, always ask for permission to bring a bowl of water and some dog treats.

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 connection & discovery. 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.