

# BUILDING BLOCKS



## CUSTOMER RETURNS

Efficient handling of customer returns is essential, fostering a seamless and hassle-free process that prioritizes customer satisfaction and reinforces trust in the product and brand.

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# 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 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

## Customer Returns

### Step 1 Introduction

Good morning, team. Our topic for this week is customer returns. Handling returns efficiently and graciously is crucial for maintaining customer satisfaction and loyalty. Let's discuss some best practices.

### Step 2 Questions for the team

- What challenges have you encountered when processing returns, and how have you addressed them?
- What do you think are some key factors to consider when accepting returns from customers?
- Have you received any feedback from customers regarding our return process?

### Step 3 Teach the topic

Handling customer returns requires a balance between providing excellent customer service and protecting the interests of the store. Here are some key points to keep in mind:

- **Clear return policy:** Make sure that you clearly communicate our return policy to customers when you are ringing them up at the POS. This includes details on time limits, condition requirements, and refund methods. Gesture to the return policy signage so they may read it if they choose to.
- **Inquire:** When a customer requests to return an item, ask the customer why it didn't work out. Perhaps there are other products available in the store that may meet their needs. This can be an opportunity to show them something else that might be a better fit for their preferences.
- **Inspect returned items:** Thoroughly inspect returned items to ensure they are in resalable condition. Check for damage, missing parts or signs of wear and tear.
- **Refund options:** Offer customers the option of a exchange, store credit or refund back to the original payment method based on our return policy. Be flexible and accommodating within the guidelines of our policy.
- **Offer future help:** Once you have completed their return, thank the customer, provide your name and business card, and offer to be of assistance should they need anything else from our store in the future.
- **Other considerations:** If you require help from a manager, be sure to momentarily excuse yourself and explain the situation to your manager in private. If an item is worn or damaged, bring the item with you so that you manager can have a discussion with you prior to coming out and speaking with the customer.

Are there any questions?

## Step 4

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

Our goal is to provide a hassle-free and positive experience for customers who need to return merchandise. By upholding high standards in customer returns, we can enhance customer satisfaction and loyalty, ultimately benefiting our store and reputation.

### Notes: