

WIN THE WEEK

5/5/24 – 5/11/24

KEY WEEKLY OFFERS

50% back in points on all ink & toner

Expires 5/11/24. Exclusions apply. See app for details.

"Hi, this week we are running a great offer of \$50% back in points on all ink & toner! This is a great opportunity to stock up on your ink and toner needs for your home or office, even trade-up to XL. What can I help you select?"

L1 Print Local	<ul style="list-style-type: none"> Print Local: \$50 off \$150+ Print Purchase
L2 Hot Deals	<ul style="list-style-type: none"> Hot Deals SKUs are storewide which highlight our best deals at unbeatable prices – expanding this week to even more categories!
Traffic Drivers	<ul style="list-style-type: none"> App Only: \$39.99 Hammermill Copy Plus copy paper, 10-ream case BOGO 50% off Hammermill Copy Plus copy paper, 500 sheets \$5.99 select Post-it Notes, 3" x 3", 5 pk \$4.79 Sharpie permanent markers, 5 pk \$99.99 Staples Kelburn chair

Easy Rewards.

50% BACK in points on all ink and toner

50% OFF custom cards, invitations and photo gifts

THE EASIEST WAY TO SAVE. Our best deals. All in the app.

SELLING BEHAVIORS

Customer 1st – Greet every customer (even when tasking)

Consistent behaviors – **every associate, every time, across the store**



L1 Print Local	<p>Print Local is the biggest print selling event of the year!</p> <ul style="list-style-type: none"> Engage with "What type of business are you in?" to get the conversation started Leveraging tools like the Front of Store showcase as you Consult: <ul style="list-style-type: none"> "What are you using this project for?" "Tell me more about your business, what do you do?" "What other ways do you market your business?" Use promotional offers to close the sale as you offer the Solution, "We can absolutely create the same marketing materials for your business, and for a limited time, we can save you \$50 off your purchase of \$150 or more" Remember to Win with the Inside Sales team to help find additional solutions and grow to a High Value Customer (beyond a one-time project)
<p>Salesforce – uncover the potential sales with your HVCs, follow up on key leads, and, when needed, work with your Inside Sales Team to unlock the sales potential. Use Salesforce to enter any new potential HVC's as a prospect, for follow up.</p>	
L2 Hot Deals OFFICIAL LAUNCH	<p>May is our official launch of HOT DEALS as we expand PRICES THAT WON'T BE BEAT to even more categories throughout the store!</p> <ul style="list-style-type: none"> To drive incremental sales, be sure to take advantage of every conversion opportunity, whether on the sales floor or assisting a customer with one of our services. Always hand the customer a Weekly Deals Sheet (especially with the conversion coupon for services) and highlight the Hot Deals throughout the store. "Are you all ready for Spring Cleaning? We have great prices on these plastic storage bins and cleaning supplies, along with 25% back in Rewards points."
Easy Rewards	<ul style="list-style-type: none"> Mention the benefits of the program, talk to the current Hero Offer and encourage customers to sign up on the app, then select their Bonus Points Categories Ask every customer, "Can I scan your Rewards number on your Staples app?" (at checkout) or "Are you a member of our new easy Rewards program?" (on the sales floor) "We have a great app-only offer on this 10-ream case paper for \$39.99, which breaks down to \$3.99 per ream. Let's get the app downloaded for you and choose your Bonus Points categories!"