Pre-Conference Strategy Session Outline

Total Strategy Session Time:
15 minutes

Strategy Session Guidelines:
- A member of the Store's management team must conduct a Strategy Session with every Team Member during the week of August 28.
- Strategy Sessions can be completed with a group of Team Members or with an individual based on the needs of the Store.

Prior to the Strategy Session:
- Review this guide in preparation for your Strategy Session(s).
- Assign Training Buddies.

Items Needed:
- Pre-Conference Team Member Activity Book located in the Signet Learning Portal/ Resources/2017 Managers' Leadership Conference folder (one per Team Member):
  - Akron-based Stores can print from the Signet Information Portal (Training/2017 Managers' Leadership Conference folder).
- Store tablet

Team Member Expectations after the Strategy Session:
- Complete the activities in the Activity Book with a Training Buddy.

After conducting the Strategy Session:
- Follow-up with Team Members to be sure they complete the activities in the Pre-Conference Activity Book.
- Observe Team Members demonstrating behaviors that tie to the three topics and provide positive and constructive feedback to improve performance.

- [ ] **Welcome** Team Members to the session.

- [ ] **Review** the purpose of the session:
  - This session will consist of three topics:
    - Pace and Focus
    - Features, Benefits and Check Questions
    - Turn-Overs
  - We will focus on these concepts and the behaviors of each throughout the next few weeks so we can improve these techniques as we approach the 4th Quarter.
  - Following this session, each Team Member is expected to complete activities that support these topics, which we will review at the end of the session.

- [ ] **Ask**, "Let's start with Pace and Focus. What are the benefits of adjusting to the Customer's pace and focus?"
  Expected responses include, but are not limited to:
  - Shows we are on the Customer's agenda
  - Enhances the Customer experience, which leads to higher CEI scores and increases our chances of closing more sales
  - Makes the Customer feel comfortable during the interaction
  - Shows that we respect their time and the need to move at their own pace

- [ ] **Provide** the following key messages about determining and adjusting to pace:
  - Allows us to determine whether a Customer is more fast or deliberate-paced through their body language and verbal cues
  - Demonstrates our ability to read our Customers' cues, be flexible and understand our Customers' needs
  - Allows us to increase or decrease our pace to personalize the Customer experience and customize our presentations
  - Allows us to provide Customer First experiences
  - Provides opportunities to create relationships with the Customers and continue building them throughout our interactions

- [ ] **Provide** the following key messages about determining and adjusting to focus:
  - Determining focus tells us whether a Customer is more task or people-focused by listening to their questions and non-verbal cues.
  - By identifying the Customer's focus, just like we do with pace, we demonstrate our ability to understand the Customer's needs.
  - After we have identified the Customer's focus, we are then ready to adjust our presentations by sharing the appropriate information that meets their natural buying approach.
  - If a Customer's focus changes throughout the presentation, it is our responsibility to adjust our behaviors accordingly.

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- ❑ **Review** the following expectation:
  - The expectation is that we demonstrate behaviors that adjust to the Customer's pace and focus.
  - If we are unable to adjust our pace and/or focus to meet the needs of the Customer, we need to turn over to another Team Member; doing so will benefit the Customer and enhance his/her experience.

- ❑ **Ask**, "What questions do you have about pace and focus?"

- ❑ **Transition** to the next topic: Features, Benefits and Check Questions.
  - An additional way we can build relationships and create trust with our Customers is when we listen to them and show merchandise that meets their needs.

- ❑ **Ask**, "Why is it important to present features and benefits that tie directly to the Customer's needs?"
  Expected responses include, but are not limited to:
  - When we present a benefit that is personalized to the Customer, it builds rapport and shows we are listening to their needs.
  - It builds trust with the Customer and ultimately increases our chances of closing more sales.

- ❑ **Provide** the following key messages about presenting features, benefits and check questions:
  - Using features, benefits and check questions is not a new technique for us, but delivering them in a way that feels authentic and natural is an opportunity for us to build trust with the Customer and set the stage to close the sale.
  - We need to be sure we tie meaningful benefits to features the Customer states are important to him/her.
  - The only way we know it is meaningful to them is if we have taken the time to get to know them and learn what's important to the Customer or the gift recipient.
  - We must make sure we take the time to tie features and benefits and focus on what is important to the Customer. The benefits of the piece are what make it irresistible to the Customer.
  - One of the biggest mistakes we make is when we present too many features without finding out about the Customer, or we find out the right feature to present, but we do not connect the benefit to it.
  - Check questions help us focus on the Customer, stay on their agenda, and make sure our benefits are what the Customer wants. They allow us to make sure the presentation is moving in the direction of selecting the perfect piece of jewelry.

- ❑ **Provide** an example of a feature, benefit and check question.
  - *"You mentioned that Tara wants earrings she can wear every day that will go with just about every outfit she has. These round diamond stud earrings are simple enough to wear casually, even during her workouts, or they can be worn for a fancy night out. They are screw-back earrings too, which means she can wear them every day without worrying about them falling out. Do you think Tara will like them?"*

- ❑ **Ask**, "What best practices can we share for presenting features, benefits and check questions to Customers?"
  Expected responses include, but are not limited to:
  - Start by stating something the Customer said earlier, such as "Based on what you said before…"
  - Use the Customer's words and the recipient's name when possible.
  - When sharing a benefit with a Customer, say, "This is important to you because…"
  - Focus on what is most important to the Customer, which is the benefit and then find a feature which connects that benefit.

- ❑ **Ask**, “What questions do you have about features, benefits and check questions?”

- ❑ **Transition** to the final topic: Turn-Over.
  - Another opportunity we have to better meet our Customer’s needs happens with turn-over or switching with the appropriate Team Member.
  - Turn-overs are meant to be beneficial to the Customer; we turn-over to help our Customers get the best experience and find the ideal gift.

- ❑ **Ask**, “When should we turn-over or switch with another Team Member?”
  Expected responses include, but are not limited to:
  - We are unable to meet the needs of the Customer.
  - We are not building a relationship with the Customer.
  - We don’t have enough product knowledge to continue the presentation.
  - We realize we cannot close the sale, service or add-on item.
  - We are unable to match the Customer’s pace and focus.

- ❑ **Provide** the following key messages about initiating and receiving turn-overs:
  - Asking another Team Member to assist a Customer is a technique that can help meet the needs of our Customer and close additional sales.
  - If we are not able to provide what the Customer needs, we must turn-over to another Team Member.
  - We should only turn-over when we have clearly explained the benefits of doing so to the Customer.
  - A turn-over can happen at any time during the interaction; it is based on the Customer’s agenda.
  - Everyone, including our top-performers and most tenured Team Members need to turn-over when it benefits the Customer, which will ultimately lead to more closed sales.

- ❑ **Ask**, “What questions do you have about turning over or switching with another Team Member?”

- ❑ **Distribute** the Pre-Conference Team Member Activity Book.

- ❑ **Explain** the following Team Member expectations:
  - We just went through a brief explanation about Pace and Focus, Features, Benefits and Check Questions and Turn-overs.
  - There is more information about these topics in the Activity Book.
  - Work with your Training Buddy to read the information in the book and complete the activities by September 15.