Managers' Leadership Conference Pre-Conference Team Member Activity Book

- Work with your assigned Training Buddy to complete the activities in this book.
- All activities need to be completed by September 15.

Topic #1: Pace and Focus

Instructions:

- ❑ **Review the Determining and Adjusting to Customer Pace Job Aid located on the Signet Learning Portal/Resources Section/2017 Managers' Leadership Conference folder.**
- ❑ **Read the demonstration scenario below and answer the corresponding questions.**
- ❑ **Complete the role-play activities with your Training Buddy using the scenarios on the pages 2-3.**

Demonstration Scenario #1, Pace:

A Customer, Travis, wants to purchase a bracelet for his girlfriend Maria's birthday. Maria does not wear much jewelry, but what she does wear is delicate and stylish. She works in a day care, so it is important that the bracelet be durable and hassle-free. It is important to Travis that the bracelet he selects is the perfect item for Maria, one that matches her style preference and lifestyle. Travis walks quickly into the Store, briefly glancing at a few items as he circles the cases and tries to make eye contact with a Team Member. Team Member Eric walks over and asks Travis a few quick questions that Travis answers fast in short, clipped sentences, often interrupting Eric. During the interaction, Travis keeps looking down at his phone. He does not take a seat at the case when offered, and he tells Eric that he is on his way to an appointment. Eric makes sure to find a bracelet that meets Travis' needs and presents the features and benefits quickly because he can tell Travis is in a hurry.

Check the appropriate boxes as to determine Travis' pace.

Step 1: Observe the Customer's body language	**Pace of walk**	**Gestures**	**Eye Contact**
Fast-Paced	❑ Quick pace	❑ Large movements	❑ Makes eye contact quickly
Deliberate-Paced	❑ Slow pace	❑ Reserved/small movements	❑ Avoids eye contact
Step 2: Listen for the Customer's Vocal Cues	**Rate of speech**	**Responds to questions**	**Frequency of questions**
Fast-Paced	❑ Talks rapidly	❑ Quickly	❑ Asks few questions
Deliberate-Paced	❑ Talks slowly	❑ Pauses before and during when answering questions	❑ May ask many questions
Step 3: Determine if the Customer displays more fast-paced or more deliberate-paced behaviors	**Was Travis more fast-paced or deliberate-paced?**		
	❑ Fast-paced ❑ Deliberate-paced		

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Check the appropriate boxes to determine how Eric adjusted his pace to match Travis'.

Step 1: Increase or decrease pace to respond to the Customer's pace	Rate of Speech	Gestures	Respond to Questions
Fast-Paced	❑ Increased pace	❑ Large gestures	❑ Quickly
Deliberate-Paced	❑ Slowed/paused pace	❑ Smaller gestures	❑ Takes time

Role-Play Scenario #1, Pace:

- ❑ **Determine who will play the role of the Customer and who will play the Team Member.**
- ❑ **If you're playing the role of the Team Member:**
  - **DO NOT read the scenario below.**
  - **During the role-play, determine and adjust your pace based on the Customer.**
- ❑ **If you're playing the role of the Customer:**
  - **Read the scenario below to become familiar with the reason you are visiting the Store and the pace you will demonstrate.**
  - **Explain the reason for visiting the Store to your partner.**
- ❑ **Conduct the role-play with your partner.**

You (the Customer) want to purchase a watch as a Mother's Day gift for your mother. Your mother has a watch with a leather band and gold dial. You're looking to give her something embellished and a little more on the elegant side. You enter at a leisurely pace and stop to look in several cases throughout the Store. When asked questions, you answer in detail and ask many to the Team Member in return. You ask many technical questions about each of the watches you look at. Because you are not familiar with the latest trends and styles, ask questions related to trends as well. You barely take your eyes off the case during the entire presentation. It is important to you that the watch you select for your mother is both stylish and elegant, and will last her for years to come. You are very thorough in your decision and take your time weighing all the options.

If you played the role of the Customer, provide feedback to your partner using the checklist below.

Did the Team Member…	Yes	No
Observe the Customer's body language?		
Listen to the Customer's vocal cues?		
Determine if the Customer displayed more fast-paced or more deliberate-paced behaviors?		
Increase or decrease pace to respond to the Customer's pace?		
Observe the Customer to determine if the pace changed throughout the presentation?		

What did the Team Member do well?

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What can the Team Member do differently next time?

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Role-Play Scenario #2, Pace:

- ❑ **Switch roles with your partner.**
- ❑ **If you're playing the role of the Team Member:**
  - **DO NOT read the scenario below.**
  - **During the role-play, determine and adjust your pace based on the Customer.**
- ❑ **If you're playing the role of the Customer:**
  - **Read the scenario below to become familiar with the reason you are visiting the Store and the pace you will demonstrate.**
  - **Explain the reason for visiting the Store to your partner.**
- ❑ **Conduct the role-play with your partner.**

You (the Customer) are looking to purchase a new necklace that you want to wear for an upcoming vacation. You leave for vacation in two days and stopped by the Store during your lunch break with no time to return so you want to buy it today. You have an idea of what you want because you saw it online prior to coming in. As you enter the Store, you try to make eye contact with a Team Member as quickly as possible. As soon as you see an available Team Member, you wave them over and start to point out the pieces you're interested in. You need to make a fast decision because you still need to stop at a clothing store on your way back to work.

If you played the role of the Customer, provide feedback to your partner using the checklist below.

Did the Team Member…	Yes	No
Observe the Customer's body language?		
Listen to the Customer's vocal cues?		
Determine if the Customer displayed more fast-paced or more deliberate-paced behaviors?		
Increase or decrease pace to respond to the Customer's pace?		
Observe the Customer to determine if the pace changed throughout the presentation?		

What did the Team Member do well?

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What can the Team Member do differently next time?

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Instructions:

- ❑ **Review the Determining and Adjusting to Customer Focus Job Aid located on the Signet Learning Portal/Resources Section/2017 Managers' Leadership Conference folder.**
- ❑ **Read the demonstration scenario below and answer the corresponding questions.**
- ❑ **Complete the role-play activities with your Training Buddy using the scenarios on the following page.**

Demonstration Scenario #2, Focus:

Henry, a Customer, is looking for an engagement ring. He states that he wants the diamond to be around one carat. It is important that it is a high-quality diamond; he's familiar with the 4C's. Team Member Laura asks Henry a few questions about his girlfriend but he does not share much information about her. Laura asks Henry some questions to gauge how much he knows about diamonds and what he wants to know about diamonds to get a better idea about what he is looking for. She begins to show Henry rings based on the information Henry has provided. He has shopped various competitors, and knows basically what he is looking for and how much he wants to spend. Everything he has looked at so far is more than what he was expecting to pay. Henry asks many questions about the warranties we offer. Laura spends time explaining the Lifetime Diamond and Color Gemstone Guarantee, Extended Service Plan, etc.

Check the appropriate boxes as to determine Henry's focus.

Step 1: Listen to key words or phrases used by the Customer	**Statements**
Task-focused	❑ Technical/product-focused statements
People-focused	❑ Emotional/relationship-focused statements
Step 2: Listen to questions asked by the Customer	**Questions**
Task-focused	❑ Technical/product questions
People-focused	❑ Emotional/relationship questions
Step 3: Observe Customer's non-verbal cues	**Non-verbal cues**
Task-focused	❑ Product focused non-verbal cues
People-focused	❑ People focused non-verbal cues
Step 4: Determine if the Customer displays more task-focused or more people-focused behaviors	**Was Henry more task-focused or people-focused?** ❑ Task-focused ❑ People-focused

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Check the appropriate boxes to determine how Laura adjusted her focus to match Henry's.

Step 1: Demonstrate more task-focused or more people-focused behaviors based on the Customer's focus	**Behaviors**
Task-focused	❑ Share information about product or process. ❑ Ask questions about their knowledge and start conversations with a focus on task, product or process.
People-focused	❑ Share information about relationships or emotions. ❑ Ask questions that relate to the emotional side of the purchase.

Role-Play Scenario #1, Focus:

- ❑ **Determine who will play the role of the Customer and who will play the Team Member.**
- ❑ **If you're playing the role of the Team Member:**
  - **DO NOT read the scenario below.**
  - **During the role-play, determine and adjust your focus based on the Customer.**
- ❑ **If you're playing the role of the Customer:**
  - **Read the scenario below to become familiar with the reason you are visiting the Store and the focus you will demonstrate.**
  - **Explain the reason for visiting the Store to your partner.**
- ❑ **Conduct the role-play with your partner.**

You (the Customer) were recently promoted at work. You worked hard to get the promotion and are proud of your accomplishment. You want to reward yourself with a fashionable ring. You want it to have some sort of diamond but you're not sure what type just yet; you'll know it when you'll see it. You want it to match your personal style, which is very funky and exciting. You'd love a ring that is original and one that will make you happy whenever you wear it. You're excited to talk in great detail about the story of how you reacted to the news of being promoted.

If you played the role of the Customer, provide feedback to your partner using the checklist below.

Did the Team Member…	Yes	No
Listen to key words or phrases used by the Customer?		
Listen to questions asked by the Customer?		
Observe the Customer's non-verbal cues?		
Determine if Customer displayed more task-focused or more people-focused behaviors?		
Demonstrate more task-focused or more people-focused behaviors based on the Customer's focus?		
Observe the Customer to determine if the focus changed throughout the presentation?		

What did the Team Member do well?

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What can the Team Member do differently next time?

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Role-Play Scenario #2, Focus:

- ❑ **Determine who will play the role of the Customer and who will play the Team Member.**
- ❑ **If you're playing the role of the Team Member:**
  - **DO NOT read the scenario below.**
  - **During the role-play, determine and adjust your focus based on the Customer.**
- ❑ **If you're playing the role of the Customer:**
  - **Read the scenario below to become familiar with the reason you are visiting the Store and the focus you will demonstrate.**
  - **Explain the reason for visiting the Store to your partner.**
- ❑ **Conduct the role-play with your partner.**

You (the Customer) are shopping for a "something blue" gift for your sister to wear on her wedding day. You did research online before coming in to the Store and have a good idea of what you want. You're debating between a ring and a bracelet and want to see the different options in person. You show the Team Member the pictures on your phone of what you want to look at and continue to look down in the cases as you search the assortment. You ask specific questions about the warranties and the return policy before making a final decision.

If you played the role of the Customer, provide feedback to your partner using the checklist below.

Did the Team Member…	Yes	No
Listen to key words or phrases used by the Customer?		
Listen to questions asked by the Customer?		
Observe the Customer's non-verbal cues?		
Determine if Customer displayed more task-focused or more people-focused behaviors?		
Demonstrate more task-focused or more people-focused behaviors based on the Customer's focus?		
Observe the Customer to determine if the focus changed throughout the presentation?		

What did the Team Member do well?

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What can the Team Member do differently next time?

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Topic #2: Features, Benefits and Check Questions

Instructions:

- ❑ **Review the Incorporate Features, Benefits and Check Questions Job Aid located on the Signet Learning Portal/Resources Section/2017 Managers' Leadership Conference folder.**
- ❑ **Read the information below about features, benefits and check questions.**
- ❑ **Complete the chart on the following page by creating two different features, benefits and check questions for the given scenario. The first one shown is an example.**

❑ Features:

- A feature is a fact about the jewelry that makes it unique and meaningful to the Customer.
- The only way we know it is meaningful to the Customer is if we've taken the time to get to know them.
- When we present a feature, it should be based on a need the Customer stated.
- Once we present the feature, we need to tell the Customer why we think it is important to them. We can't assume they know why we presented that piece to them.
- We should restate the specific need or want that the Customer has expressed and a characteristic about the jewelry that meets the need.

❑ Benefits:

- A benefit answers the question, "What's in it for the Customer" and explains why the feature is important as it relates to his/her needs.
- This is where we connect the feature to something we believe is important to the Customer.
- This important part of the process is what brings us closer to a sale.
- 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.
- 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.

❑ Check questions:

- We ask a check question help determine if the benefits we stated are important to the Customer and have met their needs.
- 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.
- Check questions need to be asked in a natural and comfortable way; they can be casual and may even be non-verbal (for example, a head nod or smile).

Features, Benefits and Check Questions Activity:

A Customer, Scott, enters the Store looking for an anniversary gift for his wife, April. They have been married for close to 10 years. As you are learning their story, the Customer reveals that April wears the same jewelry every day. They have been together since middle school and they have two children together. He rarely buys her gifts like this and wants to treat her and make her feel special for all that she does for their family. He's hoping this will be a big surprise. Based on what he revealed, you decide to show him the Ever Us collection.

Feature	Benefit	Check Question
Okay Scott, so you're looking for something that will represent your relationship with April. You mentioned that you have been together since middle school. The pieces in our Ever Us collection feature two stones, set side-by-side. One diamond represents the bond of friendship and the other symbolizes true love.	*Based on what you told me, this Ever Us ring represents your relationship with your true love and best friend, perfectly.*	*Do you think this will make her feel special and show how much you lover her?*

Do your statements…	Yes	No
Restate the specific need or want the Customer has expressed and a characteristic about the jewelry that meets the need?		
Share the benefit of the feature as it relates back to the need?		
Ask a check question to make sure the benefit is important to what the Customer needs?		

Topic #3: Turn-Over

Instructions:

- ❑ **Review the Turn-Over Job Aid located on the Signet Learning Portal/Resources Section/2017 Managers' Leadership Conference folder.**
- ❑ **Watch the Selling System Turn-Over video located in the Knowledge Bank on the Signet Learning Portal.**
- ❑ **Read the information below about initiating and receiving turn-overs.**
- ❑ **Complete the activity by reading the scenarios and determining how you would either initiate or receive the turn-over.**

❑ Initiating turn-overs:

- We have to be willing to work as a team to achieve the best results.
- We must be comfortable recognizing the need to turn-over, determining who is the best Team Member to receive the turn-over and transitioning the turn-over.
- We maintain professional credibility and continue building Customer trust by being honest and transparent as we explain the benefits of bringing in another Team Member to assist.
- We need to make sure that when we are turning-over, it is done smoothly so that the Customer does not feel like they are being passed off to someone else. If we do not take the time to explain this to our Customers, we can disengage them in a matter of seconds and lose all the trust we have built.
- Turning-over does not mean abandoning the Customer. It is important that the original Team Member either relay the Customer's story to the new Team Member or remain present as the interaction continues. If you are busy, politely excuse yourself to help other Customers.
- The steps for turning-over are the same no matter what the reason is for the Customer's visit to the Store.

❑ Receiving turn-overs:

- When we receive a turn-over, we need to continue building the relationship and determining the needs of the Customer in order to close the sale.
- The turn-over should appear seamless to the Customer.
- In order to receive a turn-over, we need to make sure we are:
  - On the sales floor to recognize the turn-over.
  - Able to recognize a Team Member's need to turn-over.
  - Willing to work as a team.

Turn-Over Activity:

Scenario #1:
You are a fast-paced Team Member, who is presenting to Bruce, a Customer who is shopping for himself. He's looking for another timepiece to add to his wardrobe. He has several timepieces already so he's hoping to find something different than what he already has. Bruce is more deliberate-paced and you are unable to match his pace and focus effectively. Bruce also seems to have extensive knowledge about watches that you don't have. You believe Robin, another Team Member, would match Bruce's pace very well and can answer his questions thoroughly. Robin is standing nearby and is not assisting any Customers currently.

How would you initiate the turn-over with Robin? What would you do? What would you say?

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Scenario #2:
Holly is a new Team Member who has just greeted a Customer, Jason. After asking a few questions, Holly has learned that Jason is looking at engagement rings. Jason is wearing a shirt with a local university logo on it, and Holly learns that Jason is a graduate of that school, and also played on the football team. Holly knows that you also attended the same university, and are a huge fan of the football team. Holly knows a little about engagement rings, but not enough to feel comfortable yet presenting them. She also feels like she is not building a relationship with Jason. Holly believes that you would make an immediate connection with Jason because of your common interest in the university. She sees that you are currently available.

How would you receive the turn-over with Holly? What would you do? What would you say?

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