

BLACK FRIDAY 2024

TEAM LAUNCH DECK

September 2024

PERFORMANCE GOALS

Success Metrics for Black Friday 2024:

Metric	2024 Target
Sales Revenue	\$1,200,000
New Customers	5,000
Revenue Share	30%
Average Transaction Value	\$156.20
Stock Movement	60%

KEY MESSAGE

This is our moment to deliver a brilliant customer experience and a high-performing weekend!

DOOR BUSTER DEAL

- 50% off the 2023 40" 4K Smart TV
- Strictly while stocks last
- Key urgency driver - front and centre on all pre-open signage

SPEND & SAVE

- £100 off when customers spend over £1,000
- Can be stacked with other discounts
- Supports larger basket values

TECH DISCOUNT

- 15% off all 2023 Laptops
- High-ticket item push
- Monitor stock and support cross-sells (accessories, software)

GIFTING PUSH

- Buy One, Get One 50% Off – headphones £100+
- Highlight for gifting shoppers
- Encourage pairing suggestions on the floor

BUNDLE VALUE

- 20% off Laptop + Printer + Warranty Plan
- Designed to boost ATV and long-term customer value
- Train teams to frame this as the smart buy

EXECUTION PRIORITIES

Morning Briefing Focus:

- Review all offers and ensure team understands pricing
- Assign Door Buster responsibilities
- Check signage placement
- Review customer flow management

EXECUTION PRIORITIES

Throughout the Day:

- Monitor stock levels, especially Door Buster items
- Ensure consistent messaging across all team members
- Upsell bundle deals and cross-sell opportunities
- Maintain positive customer experience despite crowds

CUSTOMER SERVICE EXCELLENCE

Remember:

- Every customer interaction matters
- Stay calm and helpful even during busy periods
- Know the offers inside and out
- Escalate issues promptly to management

TEAM COMMUNICATION

Stay Connected:

- Use radios/walkie-talkies for quick updates
- Regular huddles every 2 hours
- Share success stories and challenges
- Support each other throughout the day

STOCK MANAGEMENT

Key Responsibilities:

- Monitor Door Buster stock levels hourly
- Keep high-demand areas well-stocked
- Report any stock issues immediately
- Ensure backup stock is easily accessible

SAFETY & SECURITY

Priority #1:

- Follow all safety protocols
- Be aware of your surroundings
- Report any suspicious activity
- Ensure clear walkways and exits

SUCCESS METRICS TRACKING

What We're Measuring:

- Hourly sales vs target
- ATV achievement
- Bundle deal conversion rate
- Customer satisfaction feedback

END OF DAY WRAP-UP

Key Activities:

- Final stock count
- Sales performance review
- Team recognition and appreciation
- Prepare for next day if applicable

WEEKEND CONTINUATION

For Saturday/Sunday:

- Same offers continue unless specified otherwise
- Adjust staffing based on Friday performance
- Maintain momentum and energy
- Focus on converting weekend browsers to buyers

LET'S MAKE IT HAPPEN!

We have the plan, the team, and the opportunity to deliver exceptional results!

Remember: Every customer interaction is a chance to exceed expectations.

GO TEAM! ■