

# 5 STEPS TO CUSTOMER SPARKLE

## Breathing space between when they come through the door

- Allow the customer through the doors, and welcome them warmly.
- Give them space to breathe and to find where they're going.

- Make a judgement on when to approach them.



## Fine tune your Customer Focus

- Think of how you complete your tasks. Work in a way that allows you to quickly attend to customers.



- Remember to look up and keep your eyes peeled for any customers who you need to approach.

## Have confidence in your recommendations

- Set an action plan to boost your confidence and expertise.
- Uncover the pets' needs and the what is most important to the customer.
- Remember the sparkle:
  - Own Brand
  - Pets Club
  - Our Pets Experience



## Make your handovers seemless

- Gather information from your customer.

- Introduce your colleague and give the customer confidence in their ability to help.

- Introduce the customer to your colleague, using their name and/pets name if possible.

- Explain the query so the customer doesn't have to.

## Provide Sparkle Moments

It's the little things, only we can do!

- Give a dog a treat
- Involve families in feeding times
- Display affection for customers pets
- Help to carry their shopping to the car
- Remember them on their next visit
- Get them involved in events

