

afterpay ↻ day

March 17-20

Afterpay Day

March 17 - 20

Amplify the sales opportunity this Afterpay Day with **bite-size training content** including **infographics** and **short videos** from the Afterpay Retail Studio team.



Short-video content.

Short-video content is a fun and time efficient way to excite and educate frontline teams.

The following short-videos have been created to help maximise the sales opportunity of Afterpay Day (and beyond) and can be provided to you in MP4 format.

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Seize your opportunity this Afterpay Day.

Empower frontline teams with tips on how to seize the day and maximise sales opportunities in-store during Afterpay Day.

Learning Objectives:

- What Afterpay Day is and when it's happening.
- How to make the most of the opportunity throughout key moments along the 'path to purchase'.
- How to piggyback on the Afterpay partnership to boost sales.



3.5 mins



MP4

[Link to video.](#)

Overcoming objections & closing with confidence.

Provides tips on how to leverage the power of Afterpay to overcome objections & close sales, using common techniques to support customers in making purchasing decisions.

Learning Objectives:

- How to overcome price objections by showing the product value and opportunity to checkout with Afterpay.
- How to boost customers purchasing power by letting them know Afterpay is available.
- How to problem solve in the moment and talk to your customer and close with confidence, whilst adding value.



4.5 mins



MP4

[Link to video.](#)

Maximising basket size.

Provides tips on maximising basket size, by drawing on product knowledge and creating a comfortable rapport with the customer.

Learning Objectives:

- How teams can draw on product knowledge and visual merchandising to maximise basket size.
- How to provide your customers a complete solution through suggestive selling and cross-selling techniques.



3 mins



MP4

[Link to video.](#)



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Infographic content.

Infographics are a visual, fun and attention-grabbing way to educate and refresh teams on training content.

The following content is designed to be shared with customer facing teams through communication platforms, and can be provided to you as PDF, PNG or JPEG format.

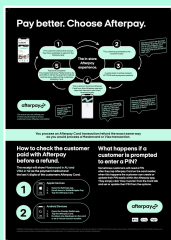
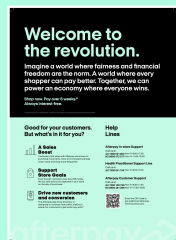
Quick reference guides.

Learning objective:

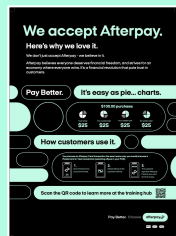
How Afterpay works in-store!

Caption:

Let's talk Afterpay in-store. It's so easy and works just like any other contactless card payment. Customers simply open their Afterpay Card from the digital wallet and tap to pay on your Eftpos terminal!



Quick reference guide.



Back of house poster.



PDF, PNG, JPEG.

[QRG link here.](#)
[BOH poster link here.](#)

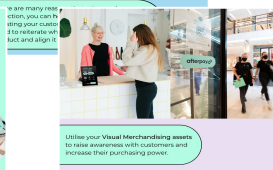
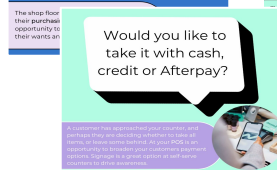
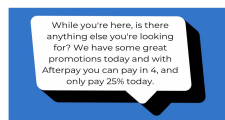
Talking Afterpay.

Learning objective:

Soundbites of key moments frontline teams can introduce Afterpay with customers.

Caption:

Talking to customers about Afterpay can sometimes feel... ✨ awkward ✨. But don't worry, we have your back! Here are some tips and hints to help you introduce Afterpay at different stages of the sales journey. 🛒



PDF, PNG, JPEG.

[Link here.](#)

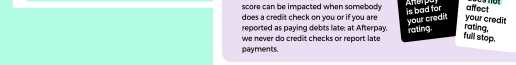
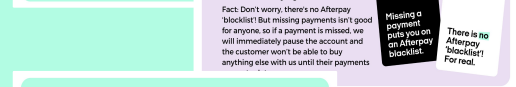
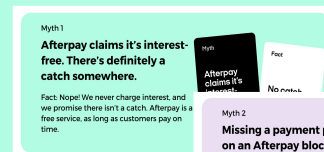
Mythbusters.

Learning objective:

Debunk some common myths and misconceptions about Afterpay.

Caption:

We know some customers may ask you questions about how Afterpay works, so let's set the record straight, starting with some rumours you may hear about what Afterpay is and how to use it.



PDF, PNG, JPEG.

[Link here.](#)

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Team member competition.

Show us your hint of mint!

Enter our exclusive merchant competition and go in the draw to win one of ten \$100 Prezzy gift cards.

**Entries close March 20th 2022.*

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Show us your
**Hint of
Mint...**

