

# Maximise your opportunity

to drive sales at these key moments along your customers in-store journey.



Kick start your shift with these bite size activities and practice bringing our top tips to life throughout your shift.



Take 5 minutes at the end of your shift to reflect on what worked well and what you need to practise a little more.



Grab your coach or teammate and have some fun with role playing to expand your service & selling skills.

## The Welcome

Connecting is key, look for ways to make genuine connections with your customers and support them on their shopping journey.

Practise using both verbal and non-verbal cues to make your customer feel welcome.

Make eye contact, smile, turn towards, remove any barriers between you and your customer.

Ask questions to identify where your customer is on their shopping journey.

**Ask**

*How are you going checking off your list? Are you looking for inspiration for anyone in particular?*

### TOP TIP

Look for ways to show your customer they are your number 1 priority by acknowledging them as they enter your store or zone. Welcome them with your winning smile and bright eyes, no better to say 'hello' without saying a word.

## Boost Basket Size

Suggestive selling is both an art and science, provide your customers with a complete solution through a combination of visual merchandising and cross selling techniques.

Select 4 top selling products and expand your suggestive selling skills.

### Try this

Identify cross selling options for each top selling product you have selected by considering complimentary items which are additional products used in conjunction ie. shoes + socks, toy + battery, handbag + wallet, top + pants.

Draw on your product knowledge and consider how each feature of the complimentary product you selected may link to a customers need.

Show the value. Break the total price down by 4.

**Try**

*We offer Afterpay, you can pay over 4 which means...*

### TOP TIP

Broaden awareness that Afterpay is available in store by ensuring your VM assets are thoughtfully placed at key moments along the customer path to purchase in your store.

## Close With Confidence

Support your customer to make their purchasing decision.

Practise these common closing techniques with your next 3 customers.

### ASSUMPTIVE

This close is simple, you assume your customer is intending to buy. Use this type of close when you are getting strong buying signals.

**Ask**

*Would you like to take it today with cash, card or Afterpay?'*

### ALTERNATIVE

Offer alternatives for your customer when using this closing technique, link the alternatives back to your customers needs and wants.

**Ask**

*'You said you were after....., these 2 options will....'*

### SUGGESTIVE CLOSE

When you have good rapport and trust with your customer, a suggestive close is a great way to move to buying.

**Ask**

*'Based on what you told me, I would suggest....'*

# Here's how to process a sale with Afterpay Card in-store.

1

Scan the items in your POS.



2

Select **card** as the payment method.



3

The customer will **access** Afterpay Card on their device.



4

The customer will **tap to pay** on the card terminal device.



afterpay 

Apple Pay

Google Pay

SAMSUNG Pay

9:41

afterpay 

.... 1234



Face ID