Best Buy Selling Skills
What are the steps of the Best Buy Selling Skills?

- Welcome
- Understand
- Sell
- Appreciate

Our Selling Skills will help us build the fundamental skills that we need in order to sell. It is the science behind the art of selling and it is why we are here today.

Ask: Did everyone get a chance to do the Selling Skills Pre-work before this call?
DO: Take a note on what you’re learning and use this to determine if your session is more of a review or if you need to keep it more basic.

Ask: What are the steps of the sale?
Listen for: **Welcome, **Understand, **Sell, **Appreciate

Ask: Who can define the steps?
Listen for:
- **Welcome** a customer in a unique manner that initiates conversation.
- **Understand** the customer’s journey, meet them where they are and ask natural questions to understand the ideal solution for the customer.
- **Sell** by demonstrating a unique feature of the product while providing a recommendation of the best solution in a pressure-free way.
- **Appreciate** the customer’s business and build a relationship as a trusted advisor.
Welcoming customers should accomplish one thing; start a genuine conversation. It needs to be something of interest to the customer and yourself.

**Ask: How could you welcome customers?**

**Listen for:**
- Welcome or acknowledge the customer in a timely manner
- Be friendly, attentive and courteous
- Start a conversation with the customer

**What are some conversation starters?**
- Entertainment
- Personalized clothing
- Holidays
- Current events
- Sports
- Weather

**What are some conversation starters to AVOID?**
- May I help you?
- Are you looking for anything in particular?
- Can I answer any questions for you?
- Do you know about our current promotion?
If a customer is contacted within 30 seconds they’re 70% more likely to purchase. Greet all your customers in a timely manner to show them that you have a genuine interest in helping them.

Ask: What are some other ways to make your customers feel acknowledged when it is so busy?

Listen for:

- If you’re with a customer and another customer walks in, simply excuse yourself and welcome them into Best Buy while setting a realistic expectation for when someone will be with them
- Greet multiple customers at the same time
- Hand customer an ad and tell them about a couple key promotions going on and explain that someone will be with them shortly
- Make eye contact with the customer, smile, wave – simple gestures go a long way
- Make sure you continue checking in to ensure your customers knows they are a priority to you
Welcome Role Play

Find a partner and come up with 3 opening lines.
• Be creative and fun with delivery.
• After you have the conversation going, extend your hand and introduce yourself.

Do:
• Instruct participants to find a partner and come up with three opening lines and practice using them.
• Encourage participants to be creative and have fun delivering their welcome.
• Go around and make sure to listen in, are they using product or pointing out something on the customer. A good best practice that will demonstrate how opening lines work is to strike up conversation with a participant about what you see on them, wallet, phone case, jacket, hat, etc.

Then when you’ve got the conversation going natural extend your hand and say, “Oh... by the way, my name is ______, and you are?” You will most likely catch them off guard and demonstrate how opening lines work!

Remind them to:
• Welcome the customer in a timely manner.
• Start a conversation with the customer to build rapport
• Instruct them to practice as they would in the stores, standing and facing the customer.
• Instruct the observers to watch for employee bringing up product too soon.
Selling Skills - Understand

You need to understand the ideal solution for YOUR customer.
What would you do to help you understand the needs of your customer?

Understand the customer's journey, meet them where they are and ask natural questions to understand the ideal solution for the customer.

**Ask: How can you understand the ideal solution for your customer?**
**Listen for:**
- Ask questions to understand the best solution.
- Ask the customer if they are a My Best Buy or Best Buy Credit Card member.
- Ask “What’s important to you?”
- Utilize the sales tools.

When you ask the right questions it will set you up to give expert service.
- Most customers have done some research and looked elsewhere.
- Ask questions to help confirm what they have learned, but also show them other benefits or products that could even make the solution better.
- We need to understand the customer more than the products. Our job is to show them how the products and services will benefit their lifestyle, not to just tell them what it can do.

**Ask: Can we ask too many questions of the customers?**
**Listen for:**
- Ask as many questions as you need to understand their need.
- Don’t ask the same questions the same way.
Understand Role Play

Write down 5 lifestyle questions.
• Remember how open-ended questions start.

Find a partner you do not know.
• Take a few moments to practice asking questions to learn about your partner.
• Try to get to know them as if they are your customer.

Say: This activity is to practice around Understanding & Asking Questions.
• Write down 4-5 lifestyle questions
  • They should be non product related topics.
  • Think of questions about their lifestyle, they have to try to get to know their partner as a person as if you are their customer.
• Take 2-3 minutes to practice asking those questions to learn about their partner.

After the exercise
• Have a few people volunteer how it went and if it was hard trying to remember to ask open-ended questions.
Hand-to a Best Buy Sales Consultant

› What makes a good hand-to experience for the customer?
  • Introduce your customer to the Best Buy Sales Consultant by name.
  • Summarize what you have already learned about your customer’s needs.
  • State the expertise that the Best Buy Sales Consultant has to build confidence.

› What scenarios would cause you to hand off a customer to a Best Buy Sales Consultant?
  • Customer is ready to purchase.
  • Customer has shown interest in applying for the My Best Buy Credit Card.
  • Customer has asked questions about products or services that you do not directly support.

You will be working side-by-side with Best Buy associates. It’s important to leverage those experts and build great relationships. After you understand your customer’s need and a Best Buy associate is available you may need to hand customers to them.

Ask: What makes a good hand-to?
Listen for:
• Introduce your customer to the Best Buy associate and vice-versa
• Summarize what you already learned about your customer needs
• State the expertise the Best Buy associate has -- to build confidence
Sell by **demonstrating** unique features of the product that relate to the discovered customer needs.

Explain and **show** the customer the key **features** and **benefits** that may not be commonly known.

Provide recommendations of appropriate **accessories**, **protection** and **services**.

Ask for help to fill in the blanks.

- Sell by **demonstrating** unique features of the product
- Explain and show them the **key features or benefits** that show the customer why it’s a great gift
- Provide a recommendation of **appropriate accessories, protection & services**

Imagine a sales consultant is working with a customer interested in a new computer. As the sales consultant is demoing a computer on display, they tie key features back to something the customer already said by saying: “Look at the difference in processing speed in this computer. It will be great for your son to online game.”
Activity - Now, let’s practice describing features and benefits and how you would WOW your customer with the latest and greatest technology.

• In groups have your team come up with the demos available in their departments for the top technology and make a list.
  • Make it about the products needed for the top 3 customer needs.
• What would they demo? Why? Would it WOW them?
• Have them think outside the box. Go around the group and have them share and talk about what they wrote down.
• Debrief by asking what the features and benefits for each.
After you have recommended the appropriate accessories, services and financing you need to... **Ask for the Sale!**

After you have demonstrated the product it is important to ask for the sale. Emphasize that they picked out the perfect products to meet all of their needs.

- Highlight the features and benefits the customer is interested in
- Recommend accessories, GSP, & Services that will enhance their purchase

When they are buying a gift alter your closing technique.

**Ask:** What are some examples you could use to close the sale?

**Listen for:**

- Do you think they would like these?
- What color would they like it in?
- Your daughter is going to love using this smart watch.
Our competitors have the same goal as us -- to meet the needs of their customers. That is why it’s so important to appreciate your customer’s business.

**Ask:** If our competitors all focus on appreciating the customer at the end of the sale, how do we differentiate ourselves?

**Listen for:**
- Sincerity, genuine & unique
- Reaffirm buying decision
- Handshake, use their name
- Reinforce their decisions by explaining Best Buy will be there for the life of the product
Say: Our competitive advantage is YOU! If we are going to beat our competitors, Best Buy needs you to truly care about and appreciate our customers.

In your groups of three practice the Appreciate step. Practice thanking and appreciating the “customer” and reinforcing the promise. After completed, everyone switches their role until all roles are complete.

- One person is the customer
- One person is the employee
- One person is the observer