



RETAIL II ACADEMY MEETING

**WELCOME
TO THE
NORTH SAILS STORE**



CUSTOMER EXPERIENCE

VISUAL
MERCHANDISING

COLLECTION



STORE
FEELING

STAFF

CUSTOMER EXPERIENCE

STAFF

BRAND KNOWLEDGE

MARKETING INFORMATION

PRODUCT INFORMATION

CUSTOMER RELATIONSHIP

PASSION ABOUT FASHION WORLD

PERSONAL CARE (UNIFORM ETC.)





CUSTOMER RELATIONSHIP

- WELCOME (BENVENUTO-APPROCCIO)
- ICEBRAKER (ROMPERE IL GHIACCIO)
- BODY LANGUAGE (LINGUAGGIO DEL CORPO)
- TAKE THE INITIATIVE (PRENDRE L'INIZIATIVA)
- OPEN QUESTIONS (DOMANDE APERTE)
- CROSS SELLING, UP-SELLING (VENDITA COMPOSTA)
- MULTITASKING
- AFTER SALE SERVICE (SERVIZIO POST-VENDITA)

ACADEMY

CONVERSION RATE

UP SELLING

CROSS SELLING



CONVERSION RATE



*«**Conversion rate** measures the proportion of visitors who make a purchase»*

CONVERSION RATE



ATTRACT

ENGAGE

CONVERT



ATTRACT



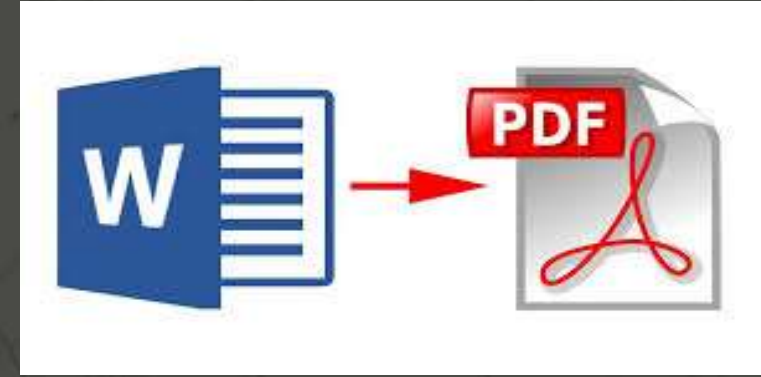
- LOCATION
- LOYALTY PROGRAM
- MARKETING
- VM
- **STAFF!!!**

ENGAGE



- COLLECTION
- PRICES
- MARKETING
- VM
- **STAFF !!!**

CONVERT



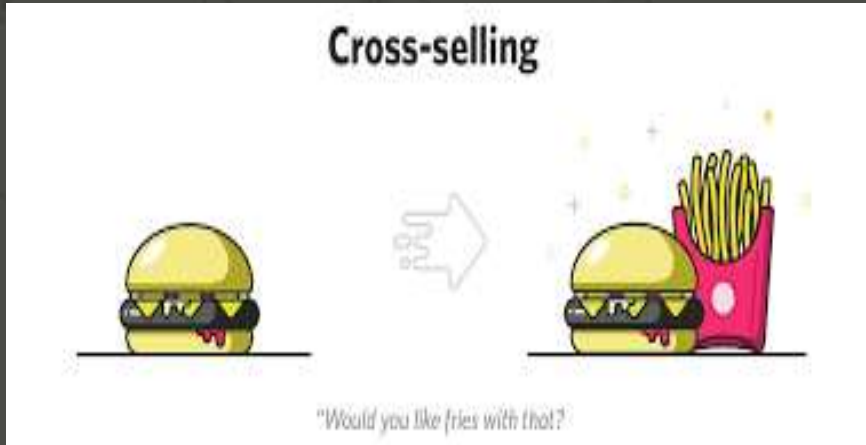
- COLLECTION
- PRICES
- MARKETING
- VM
- **STAFF !!!**

UPSELLING



«Upselling is a sales technique used to get a customer to spend more by buying an upgraded or premium version of what's being purchased»

CROSS SELLING



«Cross selling is a sales technique used to get a customer to spend more by buying an purchasing a product thst's related to what's being bought already

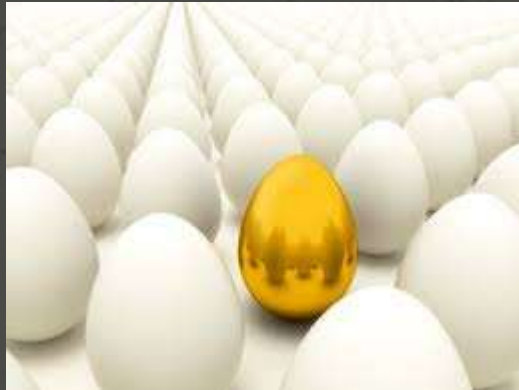


FIDELITY PROGRAM

QUALITY OF THE LOYAL
CUSTOMER

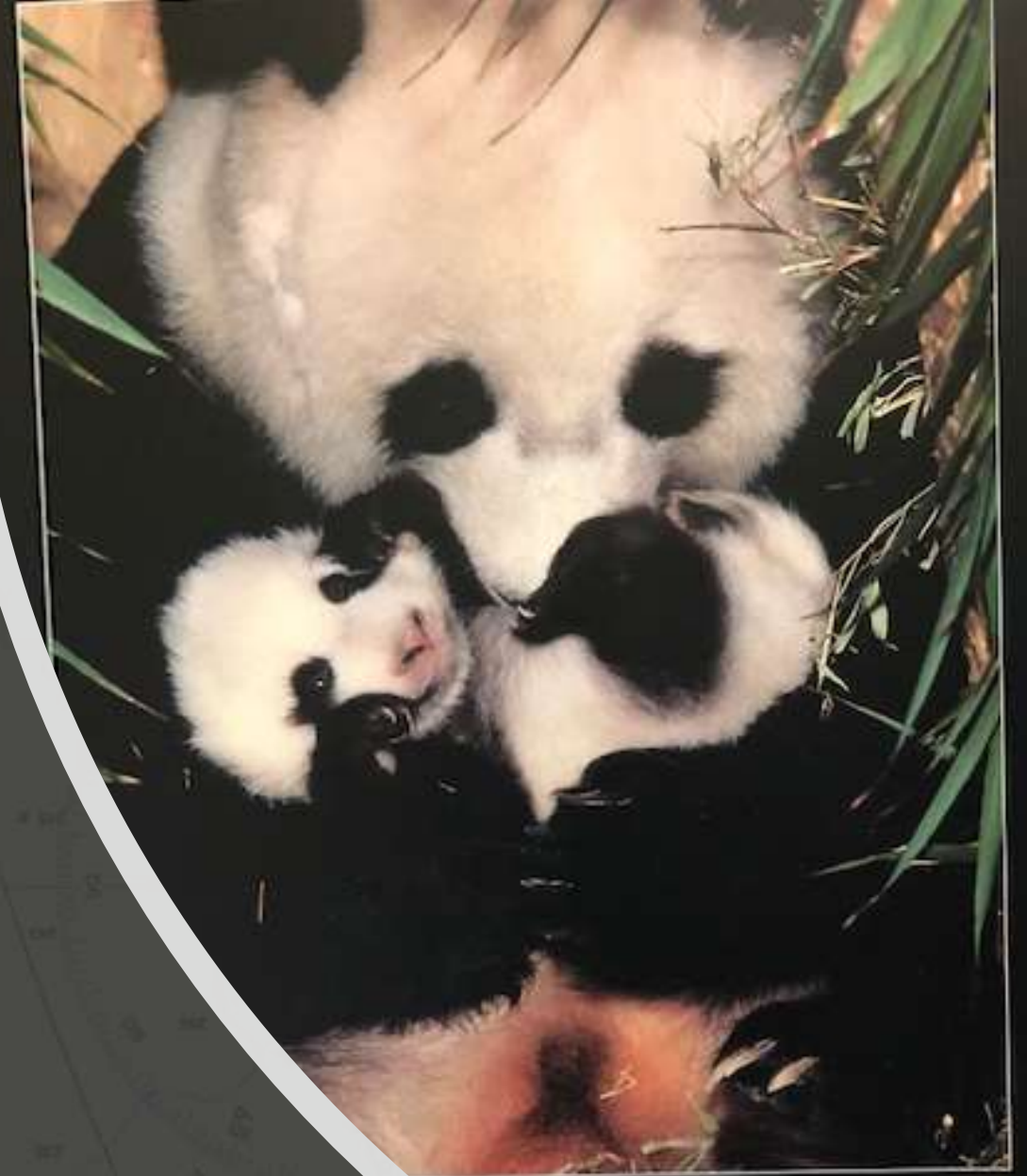
CUSTOMER RELATIONSHIP

TO SELL = GIVE VALUE



CUSTOMER RELATIONSHIP

- ALWAYS GIVE TO YOUR CUSTOMER MORE THAN WHAT THEY EXPECT



MER CARE

...O CHE ESSI SI ASPETTANO

CUSTOMER IS OURS PRIORITY

EVERY MOMENT



FIDELITY PROGRAM

WHAT IS THE BEST MOMENT TO ENGAGE SOMEONE WHO IS BUYING TRYING TO MAKE HIM A NEW LOYAL CUSTOMER ?

WHAT IS THE BEST MOMENT TO ENGAGE A CUSTOMER WHO WON'T BUY ?

WHAT ARE THE KEY WORDS ?



QUALITY OF THE LOAYL
CUSTOMER





- What should be the state of mind to achieve the conversion rate, upselling and cross-selling goals ?

ACADEMY



THANK YOU