



RETAIL II ACADEMY MEETING

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The background features a stylized illustration of a man in a blue shirt writing on a document with a pen. To his left, a green funnel is positioned, with several green question marks floating above it. Below the funnel, there are three blue circles, each containing a white question mark. The overall scene suggests a focus on inquiry and learning.

- OPEN QUESTIONS (conversion rate)
- How can we attract people into our stores ?
- How can we engage and “break the ice” with the customer establishing a good felling and climate of confidence with him ?
- How do we welcome a customer who is coming in our store ?
- How can we “convert” a customer ? (techniques etc.)



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- OPEN QUESTION (upselling)
- Ho can we proceed to achieve the upselling goal ?
- What do we have to know to do upselling ?
- What is the best moment to try to make upselling ?
- What are the risks and how can we overcome them ?

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The background features a stylized illustration of a man in a blue shirt sitting at a desk, writing with a pen. The scene is dimly lit. Several green question marks are floating in the upper left area, and three blue circles, each containing a white question mark, are positioned in the lower left area.

- Open question (cross-selling)
- Ho can we proceed to achieve the cross-selling goal ?
- What do we have to know to do cross-selling ?
- What is the best moment to try to do cross-selling ?
- What are the risks and how can we overcome them ?



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

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THANK YOU