

THE SOCIAL SHOPPER SNAPSHOT

Here's a snapshot overview of the Social Shopper tendencies to assist in training your team during the skill drill.

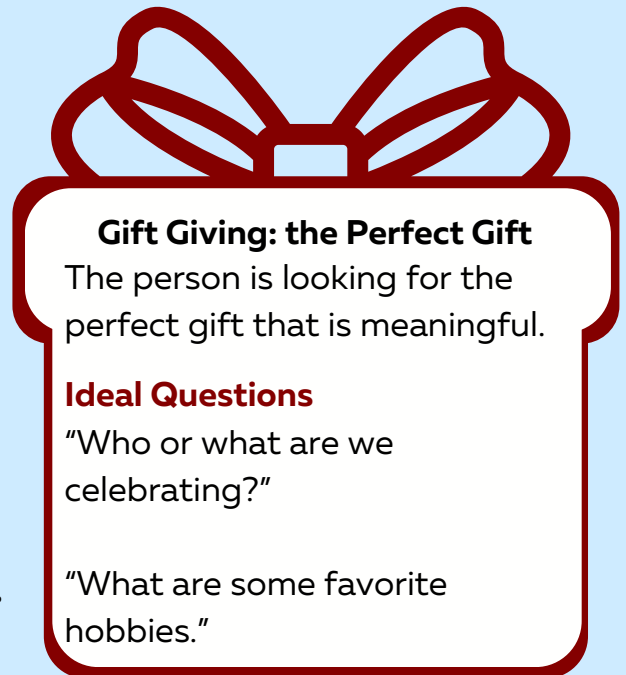
Key Reminders

Social, talkative, friendly, and can be indecisive:

- seeks validation
- appreciates product knowledge
- wants ideas/options
- likes popular products
- impulse buyer



It is important to provide options & ideas, but to also know how to break away as needed to support all guests.



This snapshot represents general tendencies to better anticipate guest needs. People are unique and can display a blend of the Party People categories.



POTENTIAL RED FLAGS

- Work in groups
- One member often requires significant help & asks many questions.
- Provide heavy compliments to team members



These are the MAJOR Party Fouls with Service.

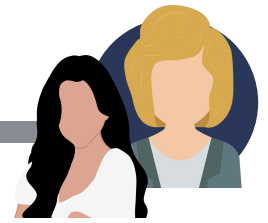
- Are you finding everything OK?
- Are you doing OK?
- Do you need help finding anything?
- Can I help you find something?
- Hi, how are you doing?

WHY?

Every person is conditioned to hear and dismiss these very generic questions.



The Social Shopper



MOD will act as Beverly in the scenario, who is a Social Shopper.

Team Members must ask at least two questions using the FAN method and offer two options to the guest. MOD should choose a hypothetical out-of-stock item from the zone to represent the out-of-stock wishlist item.

Scenario: Why she came in

As you welcome Beverly, she says she needs help finding items from her son's online wishlist items. You ask her to pull up the list and check your inventory to learn your store does not have the items. She wants to avoid shipping and is looking for something

Ask a minimum of 2 FAN questions to learn more. (team member)

Beverly (MOD) responds based off the questions being asked.

Now Offer Solutions to Beverly based off what you heard. (team member)

What are options you can offer Beverly?

- Team Member needs to offer information or product solution to best help Beverly.

Rate the Party: Solution Outcome

Connect & Coach

- MOD, provide feedback on what the team member did great!
- MOD, validate the team member is well-versed in:
 - How to look up in-stock quantity.
 - If not, MOD coaches to the process.
- MOD, coach to the quality of questions being asked to the Social Shopper.
 - Did they ask FAN questions to better understand Beverly's needs?
 - MOD, provide what other questions could they have asked?
- Product Knowledge
 - MOD, did they offer good alternative item(s) to Beverly?
- MOD, ask them to complete a breakaway statement and provide feedback.

Continue

- MOD, gain agreement on two things you would like them to work on, and let them know you will follow back up to observe a guest interaction.



