



LET'S GET YOU
CONNECTED

CUSTOMER ENGAGEMENT: **SELLING SKILLS**

HOW TO CREATE A PROVEN RECIPE FOR SALES SUCCESS!

INTRODUCTION

This session will help you develop the people and selling skills that will dramatically increase your job satisfaction and sales.

You will learn:

- Best Buy's six step selling process
- How to apply specific Selling Skills within the Best Buy sales model
- How to build a recipe to be more consistent, compelling and concise

PART 1: THE SIX STEP **SELLING** **PROCESS MODEL**

WHAT: Best Buy's six step selling process

WHY: To compete more effectively with Amazon and Wal-Mart we need to make buying in-store a superior experience

HOW: By offering expertise and good service

CONTENTS

- Phases of Selling Skills
- Preparing to Sell
- Welcome - Opening the Sale
- Ask Questions to Understand
- Creating a WOW Experience
- Selling the Solutions
- Appreciation



PART 2: YOU ARE THE CONNECTION: **SPECIFIC SELLING SKILLS WITHIN THE BEST BUY SALES MODEL**

WHAT: How to apply specific Selling Skills within the Best Buy sales model

WHY: You are the Connection: the success of the Home Connections business depends on you

HOW: By being open to new ideas and methodologies

CONTENTS

- Skill 1: Levels of Sales Proficiency
- Game to Test your Selling Skills
- Skill 2: Better Questions Equal Better Results
- Skill 3: Not Everyone Thinks the Same

PART 3: CREATING THE RECIPE TO BE MORE **CONSISTENT,** **COMPELLING AND CONCISE**

WHAT: Build a recipe to be more consistent, compelling and concise

WHY: To increase your sales

HOW: By learning when and how to ask the right questions that will help you connect with more customers more frequently

CONTENTS

- Tools that Make Your Job Easier
- Leveraging the Information
- Transitioning to WOW!



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CUSTOMER ENGAGEMENT: **IMPROVISATION**

ENGAGE WITH 100% OF THE PEOPLE YOU ENCOUNTER IN THE STORE!

INTRODUCTION

This session will help you develop improvisational techniques to build unique and authentic engagement with customers.

You will learn:

- How heightened awareness and the ability to listen will help you engage customers in productive discussions
- How to increase the likelihood that you'll build agreement within every conversation
- How to connect with others by using the power of Genuine Interest

PART 1: LISTENING AND AWARENESS **SETS THE STAGE**

WHAT: How heightened awareness and the ability to listen will help you engage customers in productive discussions

WHY: More conversations mean more connections and sales

HOW: By learning two tried-and-true improv techniques that will help you stand out from the crowd

CONTENTS

- The Last-Five Exercise and the Art of Deep Listening
- Breaking Out of the Sameness
- Tip for Expanding Originality



PART 2: MAKING THE CUSTOMER **LOOK GOOD**

WHAT: Increase the likelihood that you'll build agreement within every conversation

WHY: Positive and forward-moving conversations help you connect with customers

HOW: Participate in Role Play based exercises designed to give you the tools to build agreement

CONTENTS

- The Power of "No" Within Our Discussions
- The Two Powerful Words that Make Discussions Easier
- The Underlying Reason for Building Agreement

PART 3: BUILDING HUMAN CONNECTIONS **THAT LAST**

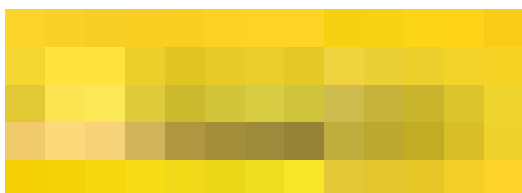
WHAT: Connecting with others by using the power of Genuine Interest

WHY: This time-tested method is key to building rapport and establishing trusted relationships

HOW: Learn “take-to-the-floor” techniques to open deeper dialogue with customers

CONTENTS

- A Look at Rapport
- Natural Conversational Openings
- Top Five Genuine Interest Categories



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SOLUTION CENTRAL

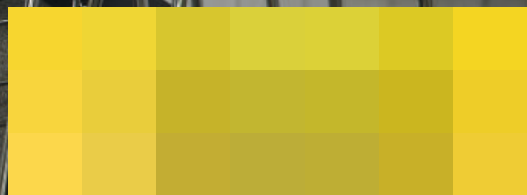
LAUNDRY



GAMING

COMPUTING

DIGITAL IMAGING



A CONNECTED CUSTOMER EXPERIENCE

KNOWING WHEN, WHERE AND HOW TO ENGAGE WITH CUSTOMERS
AND SELL HOME CONNECTIONS!

INTRODUCTION

This training provides you with the insights and tools to excel in your role by delivering winning Home Connections experiences to customers.

You will learn:

- How to dramatically improve the Home Connections customer experience
- How to recognize and act on Home Connections opportunities
- How to sell Home Connections effectively so that customers “walk out scheduled” and have a great overall experience

PART 1: BUILT ON **PROMISES**

WHAT: Dramatically improve the Home Connections customer experience

WHY: To establish Best Buy as the only place to receive a rewarding experience

HOW: By addressing customer needs, alleviating pain points and delivering on customer promises

CONTENTS

- Addressing Customer Needs
- Alleviating Customer Pain Points
- Making Customer Promises



PART 2: SPARKING THE **CONNECTION**

WHAT: Recognize and act on Home Connections opportunities

WHY: To start Home Connections conversations with customers

HOW: By understanding how and when to engage customers

CONTENTS

- Our Requirement and Our Responsibility
- Starting Connections Conversations: Consultants
- Starting Connections Conversations: Leads

PART 3: SELLING HOME **CONNECTIONS**

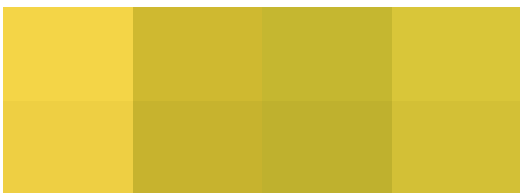
WHAT: Know how to sell Home Connections effectively so that customers “walk out scheduled” and have a great overall experience

WHY: To deliver the customer experience we want to provide

HOW: By preparing, engaging, consulting, comparing selecting, transacting and scheduling, and confirming and following up

CONTENTS

- Prepare
- Engage
- Consult
- Compare
- Select
- Transact and Schedule
- Confirm and Follow Up



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CONNECTING WITH CONSULTANTS

ENGAGE CONSULTANTS (AND YOUR STORE SUPERVISOR) EFFECTIVELY

INTRODUCTION

This training will help you develop the skills necessary to communicate information to your Consultants effectively, helping improve connections results and the customer experience.

You will learn:

- How to establish yourself in your new position right away
- How to communicate information through effective training methods
- How to continue to provide feedback and guidance through Consultant coaching

PART 1: DEFINING **SUCCESS**

WHAT: Establish yourself in your new position right away

WHY: Drafting a game plan to earn the trust of your Supervisor and Consultants will lead to a successful transition

HOW: By learning how to engage your Supervisor, define the message you will pass on to Consultants and identify the needs of the store

CONTENTS

- Engage Your Supervisor
- Compose the Message
- Identify Training Needs



PART 2: CONSULTANT TRAINING

WHAT: Communicate information through effective training methods

WHY: Training is vital in helping Consultants build confidence in talking about Home Connections

HOW: By learning the training process: from planning, to delivery to assessment

CONTENTS

- Before the Training
- During the Training
- After the Training

PART 3: CONSULTANT COACHING

WHAT: Continue to provide feedback and guidance through Consultant coaching

WHY: Coaching maintains an ongoing relationship with Consultants and allows you to provide product and service updates on an ongoing basis

HOW: By learning what coaching is, the process and teach-back exercises to assess their level of confidence

CONTENTS

- What is Coaching?
- Coaching in the Moment
- Coaching Steps
- Teach-Back Exercises



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