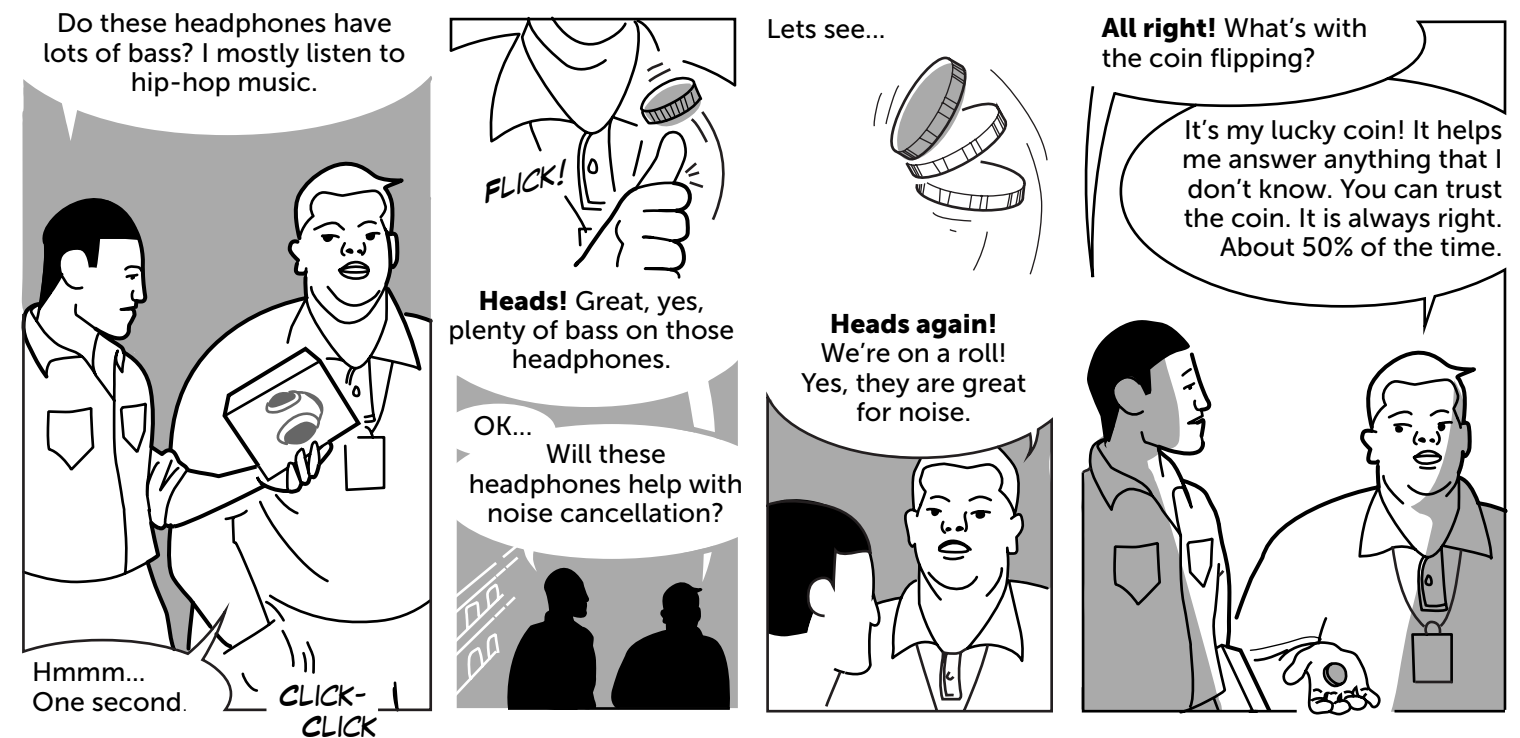


CUSTOMER EXPERIENCE

Employee Assisted Sale

Using an interactive display to showcase product options to consumers is an effective way to sell. It removes any potential consumer anxieties and gets the staff and the consumer "on the same page." Standing hip-to-hip with consumers has proven to make them more comfortable and receptive to purchasing suggestions. Staff also increase their credibility when they facilitate a "let's explore together" approach to product information and handling of consumer questions.



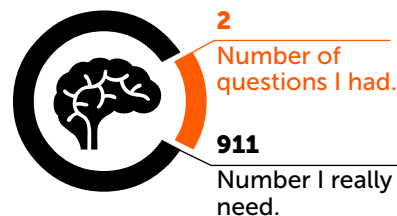
Common mistakes...

- 1** The salesperson starts the sales pitch as soon as a customer enters the store.
- 2** The pitch is happening over the counter, face-to-face. One side, usually the salesperson, is acting as a knowledge keeper and monopolizing the process.

Therefore...

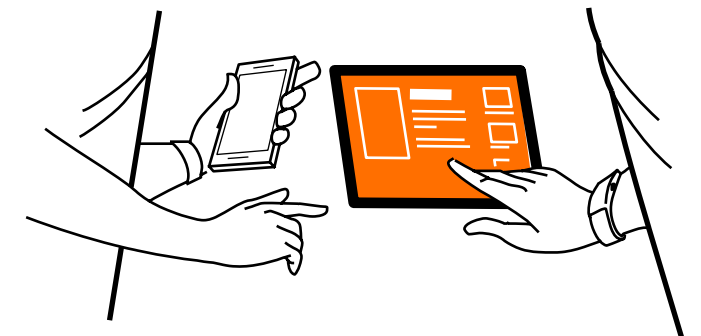


- 1** When you greet the customer point them to the interactive displays. Invite them to begin exploring the products on their own. Join them after a while or as soon as they send a cue that they might need assistance.¹



- 3** Even in large locations, the shelf space is limited, especially if you want to show various items in a contextual group. And when something is out of context, it is often out of sight!

- 2** Walk them through product options using the interactive display, while also demoing the product itself. Encourage them to tap through the display options during the demo. Stand beside the customer, facing both the product and the display.²



- 3** Educate customers about products that will complement their core purchase. The on-screen recommendations sound more objective and make consumers more receptive to suggestions. At the same time it reminds the salespeople of key add-on items to suggest.