

CUSTOMER-FOCUSED TRAINING

Listen & Understand

Everyone loves to shop, but no one likes to be sold to.

By focusing on asking the customer what specifically they are looking for, we can create a tailor-made sales plan for each individual customer.

Approach

Meeting and exceeding the customer's needs and desires creates an environment that fosters comfort and allows for more wiggle room to up-sell.

By being their "friend", a 20\$ difference is nothing if we are explaining how the product is better suited for them.

Delivery

Asking the right questions is important in seeking the customer's priorities.

"Was there anything you were looking for today?"
"If you would like I can offer suitable options for you."

If you were looking to develop a closer relationship with the client, it may be beneficial to use "we" in your pitch and keep it informal.

For Example: **"Hey guys! What are we looking for today."** This language not only sets a more friendly tone, but also presents yourself as a friend to the buyer.

Become the Expert

An expert in sales knows everything there is and more.

If you can answer any and all questions asked, you are more likely to close the sale and create a repeat customer. By exceeding the expectations of the consumer you will establish a loyal customer and a create a solid foundation for a free word-of-mouth campaign.

The following pages you will be provided with additional product knowledge that will allow you to better accommodate the needs and demands of the Lacoste consumer.



Desire: Comfort, Flexibility

Paris - PH5522-52 / PH2481-52

Price: \$129.00 / \$145.00

Description: Cotton (94%), Elastane (6%)

Pros: Softer weave and more stretch than Classic and Slim

Cons: Most expensive of the polos

Conversion: Often with the Paris cut the price difference from the other polos may deter the customer. Use this opportunity to express how the added elastic in the fabric makes

it much softer than the Classic and Slim. It is useful to physically stretch the fabric to show it's flexibility, even more so if the associate is wearing it and is able to provide proof of it's movement.

Pima Cotton - DH2050-52

Price: \$119.00

Description: Cotton (100%)

Pros: Softest and stretchiest polo

Cons: Fabric is the most delicate of the polos, and should be treated with care.

Conversion: The Pima cotton polo is the most comfortable to wear, offers the most flexibility and is light weight, making it perfect for spring and summer. Allow the customer to feel the difference in the materials, and show the stretch of the fabric.



Movement Polo - PH8361-51

Price: \$149.00

Description: Cotton (63%), Polyester (31%), Elastane (6%)

Pros: Offers the most stretch of all the available polos, and due to the polyester content, is less prone to shrinkage.

Cons: Fabric may be considered abrasive. Half inch shorter than other polo counterparts.

Conversion: When compared to all other polos, the fabric easily contains the most stretch both horizontally and vertically,

as well as the polyester content makes it more suitable to those worried about shrinking.

Note: *the polo will still shrink in high heat, but less in comparison to the 100% cotton polos.*

Desire: Easy Care

Sport Polos - 100% Poly

Price: \$110.00+

Description: 100% Poly count (polyester/polyamide)

Pros: Fabric is shrink-proof, making it easy to wash and care for.

Cons: Fabric may be prone to pilling after continuous washing.

Conversion: Most consumers today are unaware of proper care of fabric, and we often hear that the polos with cotton are prone to shrinkage. Cotton on average shrinks 10% when subjected to high heat. The Sport Polos contain 100% plastic based fibres, meaning that they are less likely to shrink in high heat.



Linen Button Down - CH4990/4991-51

Price: \$145.00 - \$165.00

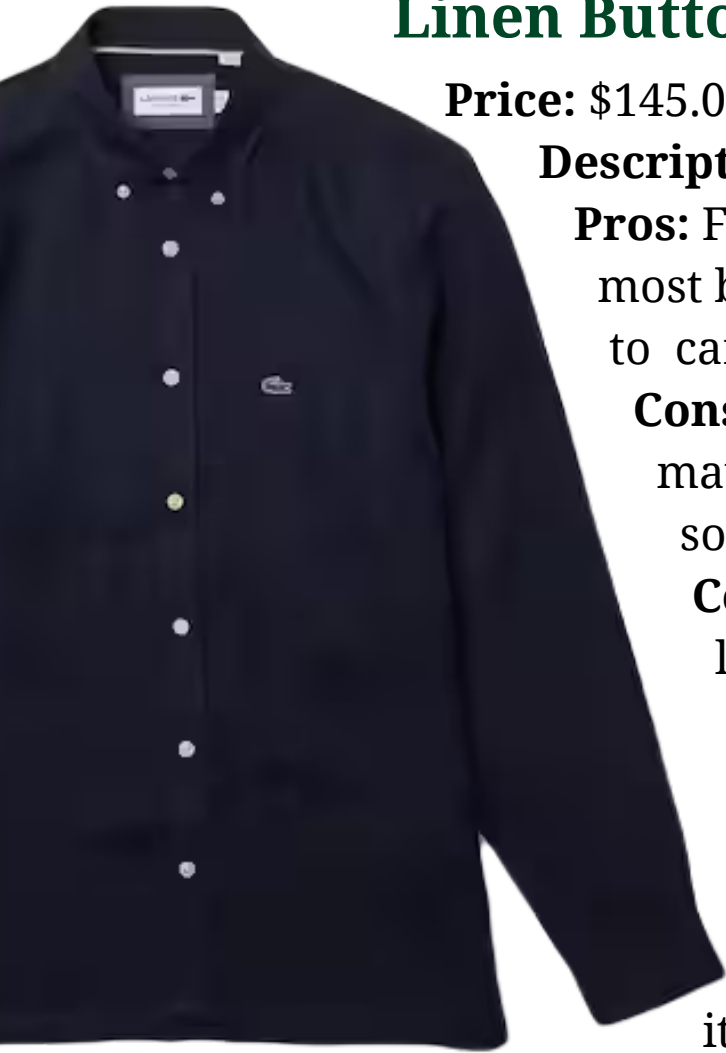
Description: 100% linen

Pros: Fabric is lightweight, considered the most breathable fabric, and is the easiest to care for of the natural fibres.

Cons: Fabric is prone to wrinkling, and may be considered unprofessional to some.

Conversion: Of the natural fibres, linen provides the most thermoregulation for the body, meaning that the fabric is by far the best option for those going on vacation to warm climates.

Though linen is prone to shrinkage it offers the least of natural fibres with only 4%. It is the only natural fibre that can withstand the high heat of washing and drying, meaning more longevity of the product.



Desire: Length

Slim Fit - PH4012-51

Price: \$109.00

Description: Cotton (100%)

Pros: Tapered to fit the body comfortably. Longer than all the other polos.

Cons: Fabric is sometimes considered abrasive. May feel too tight for some.

Conversion: If a customer is looking for a top that better accommodates longer torsos, the slim fit is 1.5 inches longer than the Classic and Paris. It may be useful to display the Classic over the Slim to prove the difference in length.

