


The purpose of this journal is to provide activities and give you a place to write down key learnings that will reinforce what you learned in the *Engaging Your Guests* module. Complete a section in this Learner's Journal every time you see the  icon in the module.

SERVICE EXPECTATIONS

1. In a few words, how does it benefit you and your guests to deliver on our service standards and provide personalized experiences?

2. Briefly describe the role the store environment plays in creating a memorable experience.

3. In a few words, how would you describe what sets us apart from other retailers?

4. List 2-3 key ways you can ensure you stay up to date on product knowledge and current trends.

5. What specific magazines, blogs, websites, etc. would you use to ensure you're a fashion guru?

STOP Return to the module.



GREET

1. In a few words, give an example of what it will sound like when you greet a guest in your store.

2. How will you begin to create a connection with your guests?

3. Thinking about Question 2, briefly describe how you would leverage the iPad in your store to create a connection.

4. If a guest comes in, and is “just browsing,” how would you re-engage the guest?

STOP Return to the module.

UNDERSTAND

1. Steven is browsing your watch cases. As you create a connection with Steven, you find out that he is looking for a birthday present for his wife. What additional questions would you ask to be sure you show him the product that best meets his needs?

2. In your own words, briefly describe what it means to actively listen to a guest.

STOP Return to the module.

EXPLAIN

1. In a few words, how should you use your product knowledge to explain the story, features and benefits to your guest?

2. You gave a guest homework by suggesting they try on the crossbody they chose while you help another guest. What other ways can you give a guest homework and get them to Try It On or Try It Out?

3. In a few words, what is the value of having a guest try the product out rather than simply showing it to them?

4. Briefly describe how you'll create a lasting impression with your guest while they try products on.

5. In a few words, why would you show the guest your best products first?

6. How can you leverage the iPad as an extension of your store to show product and Explain the features and benefits that are important to your guest?

STOP Return to the module.

SUGGEST

1. It's important to use the talents of your team for help when necessary. Have you ever had to ask a team member for help with a guest? If so, why? If not, how could it have helped your guest have a memorable experience?

2. A guest is looking for a watch in a particular color. You have it available in your store, but not in the color he's looking for. In a few words, how might you combine your available products with the iPad to create a memorable experience?

3. What would be the risk if you suggest a complementary product that doesn't really fit your guest's needs? How can you prevent this?

4. How will you know when your guest is ready to wrap up their visit?

STOP Return to the module.

THANK

1. When getting product from backstock or understock, how should you present the guests with their new product? Why is this important for the guest experience?

2. How would you thank a guest who leaves your store without purchasing anything?

3. What stands out as the most important part of Thank? Why?

STOP Return to the module.