

CREATE A CONNECTION

GREET

Greet each guest by creating a genuine connection and setting the tone for a memorable experience.



GREETING your guest sets the tone for the entire experience.

Example: "I love your bag, is that one of ours?" or "Isn't the weather beautiful today? You picked a great day to be out shopping!"



An AUTHENTIC interaction will keep you from sounding like a robot. Take a sincere interest in your guest.

Example: "That's a really cool backpack! Is it comfortable? It goes really well with your outfit." or "It's really great that you're out shopping for a gift for your parents. That's speaks to how awesome of a person you are."



Take your time, it's not a race.

Your goal is to build a relationship with your guest, just like you would with a friend. So don't rush it. Give your guests time to get comfortable with you and the store.

SKILL PRACTICE

1. Offer a unique, personalized greeting to the next guest that enters your store. How did they react? Was it easier to continue with the GUEST model after a warm, comfortable greeting?
2. Specifically compliment a piece of your guest's outfit. Next, use that compliment as the starting point to UNDERSTAND your guest's style and determine their needs. How can you use active listening to continue building the relationship with your guest and become their style accomplice?



BE CURIOUS

UNDERSTAND

Being curious means asking open-ended questions to learn more about your guest and their needs. The more you know, the better you can recommend products with features that meet their needs.



Learn about the occasion by asking the right questions. Why did they come in today? Who are they buying for? What are they looking for?

Example: "Are you shopping for yourself or looking for the perfect gift for somebody special?"



Understand more about the person they are shopping for by actively listening. Ask clarifying questions.

Example: As you actively listen, make eye contact, nod your head and make appropriate facial expressions. "Give me an example of what you mean by trendy."



Paraphrase what the guest said to confirm understanding.

Example: "So, what I'm hearing you say is that you are looking for something with lots of glitz and shine."



Get to know something personal about the guest.

Example: "I grew up in Southern California too! What area?"

SKILL PRACTICE

1. Susan is looking for a graduation gift for her daughter. She thinks her daughter might be interested in a new watch. What additional questions do you need to ask so you can be sure and show product that meets Susan's needs?
2. John has come in for a new briefcase and isn't really sure what he wants. What questions will you ask to determine his needs?



ACTIVELY LISTEN

UNDERSTAND

To fully understand the guest's needs, you have to ask open-ended questions, then actively listen to ensure mutual understanding.



BE CURIOUS and ask open-ended questions to learn why the guest stopped in

Example: "You're clearly on a mission today! Tell me a little bit about what you're looking for." or "Are you shopping for something special for yourself or for someone else today?"



ASK clarifying questions to **UNDERSTAND** the guests needs and also demonstrate to the guest that you're actively listening

Example: "So you aren't crazy about your current wallet. Is it just the style of the wallet, or the size that you don't care for?"



Show that you're **ACTIVELY LISTENING** by paraphrasing what the guest said in your own words

Example: "So you're trying to find the perfect gift for your dad. Well, you've come to the right place. We have something for every one!"

SKILL PRACTICE

1. You've been visiting with a guest who's shopping for a gift. What are some clarifying questions you can ask to clearly understand their needs? How does asking clarifying questions demonstrate that you're actively listening?
2. Practice paraphrasing the guest's responses back to them. What effect does this have on the guest during your interaction?



GIFT GIVING

SEASONAL

Help your guests find the perfect gift by understanding the gift recipient's needs and completing the look by recommending complementary items.



ASK QUESTIONS and BE CURIOUS to get to know and UNDERSTAND the gift recipient

Example: "Did they drop any hints as to what they might want?", "What kind of accessories do they use?" or "Are there any accessories we have that could make their life a little easier?"



SUGGEST and present a few options based on what you learned about the recipient to match these gifts

Example: "You said your best friend's favorite color is pink, so I instantly thought of this fuchsia crossbody."



REINFORCE what you learned about the gift recipient and reference them by name

Example: "I think Shannon would love either handbag. Does she usually carry a lot in her bag? Because the satchel can hold more than the crossbody."



COMPLETE THE LOOK by offering complementary items. Don't make assumptions about how much your guest wants to spend. They deserve to see our best products!

Example: "You said Zack is always scratching up his tablet. Have you seen our tablet cases? It will protect his tablet and fit perfectly in the messenger you chose for him," or "I know you mentioned that this is a graduation gift. If you have a minute we can add a special engraving to mark the occasion."

SKILL PRACTICE

1. You're talking with a guest who is looking for a gift for their mom. Demonstrate how you will tie what you've learned about his mom to a multi-item gift by suggesting items such as fragrance or jewelry.
2. You're helping someone find a gift for their boyfriend and they have no idea where to start. Demonstrate what questions you will ask to learn more about them and how you will tie those answers to a great gift.
3. Using the information from question 2, and based on the season, show how you will suggest a complementary product to complete the look.



ENGAGE GUESTS WHILE THEY WAIT

SEASONAL

During peak, there are often more guests than associates in the store. Even if the guest has to wait before they are helped, every guest should be engaged and feel like our top priority at all times.



GREET every guest that enters the store and determine what occasion brings them in.

Example: "Hi, I'm Tommy. What brings you out of the house in this rainy weather?"



TRANSITION them to the SEL or another available team member by introducing the guest and summarizing their needs.

On occasion, the greeter might have already built a connection with the guest. In that case, the greeter should continue the interaction and ask the SEL to cover their zone while they assist the guest.



ASSURE the guest that you will find an available associate to help them as soon as possible.

Example: "Hey Erin, I'm Tommy. We're working really hard to help everybody right now, but it might be a minute or two before someone's available. As soon as an associate is free, we will make sure you get taken care of."



The SEL or team member will GUIDE the guest around the store to orient them to the layout and specifically focus on areas relevant to them.

TRANSITION the guest to the product specialist as soon as the specialist is available.

SKILL PRACTICE

1. A guest comes in with a return, and the team member zoned at the cashwrap is currently servicing another guest. Demonstrate how you will engage them while they wait to be assisted.
2. You're in the front and greet a guest who is looking for a new watch. The watch specialist is currently helping two other guests. Demonstrate how you will engage them while they wait and transition them to the watch specialist.
3. Your store is busy and there is a line forming at the registers. Demonstrate how you will engage and assist one (or more!) of the guests waiting in line.



ENGAGE MULTIPLE GUESTS

SEASONAL

During peak, you often have to engage multiple guests at once. Your goal is to ensure every guest is engaged and feels like our top priority at all times.



BE AWARE and GREET every guest that enters your zone. Let them know you'll be right with them as soon as possible.

Example: "Hi Erin, I'm Tommy. I'm helping someone finish up customizing their new watch, and then I'll be right over to help you."



PROVIDE an assignment for your guest to keep them engaged and focused on their purchase.

Example: "Try on each of these two watches to see which feels best on your wrist. I'll be back in just a moment."



BREAK AWAY in a polite and courteous manner. Remind the guest of your name and assure them that you'll return shortly.

Example: "Ian I need to step away for just a moment, but I promise I'll be right back. I'm Tommy if you need something in the meantime."



ENGAGE your new guest and continue the GUEST model. Then **BOUNCE BACK** to re-engage your initial guest.

Example: "Thanks for being patient Ian. You were telling me that your wife prefers larger handbags to carry all of her things, is that right?"

SKILL PRACTICE

1. There are two separate groups of guests in your zone. Using the Be Aware, Break Away and Bounce Back (3 B's), engage and assist both groups.
2. You're helping a guest with a duffel bag. You notice another guest walk up. Help the first guest, then demonstrate how you would transition to the other.
3. Based on the guest's needs, you have selected several watches for them to try on. Another guest is waiting to choose a watch. Demonstrate how you'll assist both.



LAST-MINUTE SHOPPING

SEASONAL

When a guest is shopping for a last-minute gift, it's your job to deliver a memorable experience and help them find exactly what they're looking for.



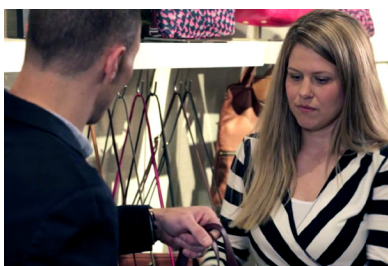
GREET every guest that enters your zone.

Remember, the guest experience should be the same—many guests consider speed and efficiency to be an ideal GUEST experience. This is why it is critical to be aware and respond quickly.



ASK WHO are you shopping for, **WHO** else is on your list and what about **YOU**?

Example: "Don't forget about yourself while you're out buying all these great gifts!" or "Were you also on the nice list this year?"



MAKE IT EASY – be aware of your holiday best-sellers and gifting items. Don't forget gift cards for the hard-to-shop-for and remember that fragrance is always a fit.

Example: "I know how hard people can be to shop for. Our gift cards are so perfect for them - they can get exactly what they want." or "A fragrance is always a great gift for anyone on your list."

SKILL PRACTICE

1. It's a few days before a major holiday and you're preparing. Describe what you will do in your store to prepare for last-minute shoppers.
2. You're helping a husband find a gift for his wife. He's in a hurry because their holiday party is in two hours. How will you leverage your gifting items to create a unique gift?
3. You're helping someone find a watch for their boyfriend. The watch they came in for is, unfortunately, sold out. How will you save the day?



UNDERSTANDING YOUR GUESTS



FOLLOW THESE KEY STEPS:

- Ask questions
- Actively listen
- Delight guests with your suggestions

1A

1	2
3	4

THEY'RE SHOPPING FOR...

WHAT HOLIDAYS ARE COMING UP?

THEIR PERSONAL STYLE IS...

WHAT COMPLEMENTARY ITEMS WOULD BEST FIT THEIR NEEDS?

WHO ELSE MIGHT THEY WANT TO BUY FOR?

WHAT'S IMPORTANT IN A WATCH TO THEM IS...





ANGIE

Angie is a consultant who is on the road 5 days a week. She always has her laptop with her and seems to have a conservative, professional style.

SET THE SCENE:

Angie is in your store on a busy Friday shopping for a gift for her sister. She seems to know her sister's style very well but isn't too familiar with our product assortment. She's walking the store, exploring all products. Her budget is around \$500.

GIFT RECIPIENT BIO:

Angie's sister, Theresa, is always out running errands and going out with her girlfriends. She is very fashionable and is always changing her accessories based on current trends. She is not afraid of sparkle or a bold color. She carries smaller handbags but is never without her essentials!

POSSIBLE GIFT IDEAS



ANALOG WATCH + ACCESSORIES

- Unique watch with a pattern, bold color, or sparkle
- Mix-and-match bracelets
- Earrings and a necklace to complete the look



HANDBAG + WALLET

- Handbag with a pattern or bold color that makes a statement
- Easy to carry silhouette
- Coordinating wallet

For The Guest



HYBRID SMARTWATCH + LAPTOP BAG

Focus on auto-update time, notifications, and laptop bag organization

DEBRIEF



- What specific questions did you ask to understand the guest?



- How did active listening and asking clarifying questions help you further understand the guest?



- How did you connect what you learned about the guest to the products that you recommended, and what features did you highlight based on their needs?





GUEST'S MOTHER

- Loves bright colors
- Loves her smartphone



HYBRID
SMARTWATCH



PHONE
WALLET



GUEST'S WIFE

- Travels for work
- Casual style



TOTE



HYBRID
SMARTWATCH



GUEST

- Active lifestyle
- Fashion-forward



BACKPACK



HYBRID
SMARTWATCH



LORI

Lori is a mom of three boys in college who lives a very active lifestyle and is never without her smartphone

SET THE SCENE:

Lori needs a last-minute birthday gift for her husband who always says he doesn't "need" anything. She is on a budget but still wants the gift to be thoughtful and practical.

GIFT RECIPIENT BIO:

Lori's husband, Tim, is an art teacher who loves to travel – his next trip is actually next month to Mexico! He is an avid photographer and posts his amazing work on Instagram. He is very organized and never without his camera. His style is simple and casual, and he prefers practicality over style.

POSSIBLE GIFT IDEAS



TRAVEL ACCESSORIES

- Passport case, luggage tag, etc.
- Large wallet
- Add embossing for a unique, personalized touch



BACKPACK + SUNGLASSES

- Backpack with deep pockets for his camera and organization options for attachments
- Basic, neutral color
- Sunglasses for his upcoming trip

HYBRID SMARTWATCH

For The Guest



Focus on notifications and activity tracking

DEBRIEF



- What specific questions did you ask to understand the guest?



- How did active listening and asking clarifying questions help you further understand the guest?



- How did you connect what you learned about the guest to the products that you recommended, and what features did you highlight based on their needs?

ASK ABOUT WEARABLES



- Ask about their relationship to technology
- A wearable could be a great fit for anyone with a smartphone
- Help the guest understand the value, style and features that tie back to their needs
- Remember, our wearables are **classic watches with technology for today**

ASK QUESTIONS



- Once you've greeted your guest, be curious and ask questions
- Keep questions open-ended to learn why the guest stopped by and who they're buying for
- Don't overwhelm the guest — give them time to get comfortable with you and the store



- Understand more about the guest and the person they are shopping for by asking clarifying questions and actively listening
- Ensure you understand their personal style, lifestyle, color, materials and design preferences — get specific
- Repeat and reinforce what you learn, for understanding

ACTIVELY LISTEN



MARCO

Marco and his wife are new parents and are thrilled to celebrate Mother's Day with Marco's mom and grandmother

SET THE SCENE:

Marco hopes to get something really special for his wife for Mother's Day – it's her first Mother's Day since their daughter was born! Marco would like to keep his purchase under \$300.

GIFT RECIPIENT BIO:

Marco's wife, Jess, is a fitness instructor and loves to do anything outdoors including hiking and mountain biking. She is never without her music and always has the latest gadgets. She loves her rose gold wedding ring and her favorite color is anything bright that stands out.

POSSIBLE GIFT IDEAS



HYBRID SMARTWATCH + 2nd STRAP

- Ability to track activity and control music
- Customizable straps for outdoor activity



TOTE

- Organization for baby supplies
- Add embossing for a personalized touch



PERSONALIZED JEWELRY

- Bright color or rose gold
- Personalize with daughter's initials, DOB, etc.



Does Marco need a gift for his mother or grandmother?

DEBRIEF



- What specific questions did you ask to understand the guest?



- How did active listening and asking clarifying questions help you further understand the guest?



- How did you connect what you learned about the guest to the products that you recommended, and what features did you highlight based on their needs?



TIE TO PRODUCTS



- Take what you've learned, and determine what you want to show your guest
- Consider which collections, designs, colors, features and materials are a good fit
- Always be thinking about complementary items to create a complete look or gift
- Tie features back to what you learned



- Every guest deserves to see the best we have to offer, first
- Don't make assumptions about how much your guest wants to spend
- Complete any look by offering complementary items
- Make it personal: embossing, engraving, uniquely pairing items
- Show the guest how well the products go together by showing them as a complete look or gift

KEEP GOING



- Is this a gift?
- Consider what items you will pair to help them really surprise and delight the recipient

CREATE A CUSTOM GIFT



KEVIN

Kevin is a business owner who wears a suit and tie daily when meeting with his clients. His style is professional, yet trendy.

SET THE SCENE:

Kevin is shopping for a graduation gift for his daughter. She will be off to college in a few months so he wants the gift to be special, yet practical. Kevin doesn't have a budget.

GIFT RECIPIENT BIO:

Kevin's daughter, Emma, is very tech savvy and never without her smartphone. When she's not texting or on social media she is running track or playing soccer. She is stylish without being too over-the-top with colors or patterns.

POSSIBLE GIFT IDEAS



HYBRID SMARTWATCH + 2nd STRAP

- Social media / text notifications
- Activity tracking
- Alarm
- Show off her style with additional straps



TOTE + WALLET + PHONE WALLET

- Larger silhouette for books
- Matching wallet and phone wallet for her phone
- Simple pattern or neutral color
- Emboss with initials, graduation date, etc.

For The Guest



ANALOG WATCH + WORK BAG

Focus on coordinating the watch with his suits and a professional bag for work meetings

DEBRIEF



- What specific questions did you ask to understand the guest?



- How did active listening and asking clarifying questions help you further understand the guest?



- How did you connect what you learned about the guest to the products that you recommended, and what features did you highlight based on their needs?