

GREET, TELL, SELL @ TARGET

Hey, there! Thanks for stopping by to learn more about becoming an expert Brand Ambassador!

One of the most exciting things about being a Brand Ambassador is engaging with Target Guests! **The Greet, Tell, Sell method** is a great way to help our Guests get the most out of their visit!

1 Let's talk about **GREET** first. On average, we have 15 seconds to make a positive impression on a Target Guest! Each Target guest should always be met with a smile and a warm greeting. Always make sure that your personal belongings are not visible to guests and store them safely in the D2D cubby. Next, make sure to greet all Guests that pass within 10 feet of the D2D cart. Make sure to always stand in front or on the side of the D2D cart and not behind it. We call this the "The 10ft Rule". Also, please make sure you do not sit during demos as chairs and stools are not allowed. Did you know that a great way to encourage Guests to stop and listen about your product is by being approachable and friendly? This is what "Greeting" is ALL about! By greeting our Guests properly, we can ensure that they will have a great in-store experience and look forward to shopping with us again!

2 Step number two is to **TELL!** Remember YOU are the product expert and guests value what you have to say. A few ways to become a product expert are to review your manual and the VEE video before the event, refer to product packaging for extra information, listen to guests' feedback about the product while sampling it, and be familiar with the placement of the product in store! Speaking of telling the guest about a product, pairings are another great way to share your expertise!

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Maybe glance at their cart and point out if there is something they already plan on purchasing that would pair well with your item. Don't forget that customer service is our number one priority! Going above and beyond for our guests is just another way we can thank them for shopping with us.

- 3 Finally, it's time to **SELL!** Don't worry, selling isn't scary! Guests love discovering new and exciting products. Always ask for the sale and learn how to ask the Guest to make a purchase. Sell solutions to our Guests! Don't just sell wine, sell the idea of a fun get-together! You can even make it more fun and challenging by setting sales goals for yourself or having a goal of units you'd like to sell each hour. Asking for the sale becomes easier with time and practice! Take time to practice a couple of lines and see which one fits you best. **For example:** How many bottles would you like to take home today? **OR** Would you like to purchase both varietals today? Remember, not every product will be perfect for every Guest. When you hear an objection, listen carefully. Answer the objection and redirect the discussion. If a Guest is not interested, don't dwell on the loss of the sale. Look forward to the next Guest with a smile on your face. Always remember to thank Guests with a smile, even if they don't make a purchase this time, a positive experience will encourage them to come back and purchase another time! Follow the **Greet, Tell, Sell** method and you'll be on your way to becoming a master Brand Ambassador in no time! **Remember: Be friendly. Be the expert. Be Bold.** Cheers!