

Selling by Zone: Beverage/Soft Serve

Client: Godiva
Project: Retail Training
Module: Selling by Zone: Beverage/Soft Serve

Project Summary

At Godiva, the Chocolatier is taught the basics of a sale with “The Godiva Selling Conversation” course, where he/she is taught how to offer a warm welcome, determine the reason for shopping and how to offer products to satisfy that need. In this course, the Chocolatier will be taught how to move beyond that simple transaction and “plus” that experience by:

- Learning to elevate the welcome by connecting with the customer as a person
- Learning how to convey product passion with mouth-watering descriptions
- Offering current promotions to entice the customer to add onto her sale
- Assessing cues from the customer on how the sale is going, and how to adjust the conversation
- Feeling comfortable when hearing common customer objections and knowing what to say

Script

Estimated Length: 5 to 8 min

Additional Notes to Scriptwriter:

- **Target audience:** Chocolatiers (Sales Associates)
- The tone of this piece should be authoritative, but still approachable
- The language used in this script should make the learner feel supported and comforted

Overall notes to client

- Please indicate if you would like a specific document or resource to be referenced in the narration as you go through this outline

Content Outline

I. Overview of Beverage and Soft Serve Stations

At Godiva, the Beverage and Soft Serve Stations are not only a way to bring joy to our customers with a quick treat, they are also a way to introduce the world of Godiva to a new generation of customers. Your boutique Manager will demonstrate how to create a Truffelata/Chocolixir, and show you the steps to creating a soft serve cup or cone using the correct protocols. For boutiques with soft serve machines, please refer to the separate module for complete Soft Serve training.

II. Selling at the Beverage and Soft Serve Stations

Selling at the beverage and soft serve stations are a great way to get customers excited about Godiva. Here the customer can get a quick delicious treat for themselves and their families. Along with the excitement of the dipping station at the Theatre, Godiva is well positioned to address all of the customer's needs for gifting, even if that gift is for herself!

Even though a customer may want to purchase just a drink or soft serve cup or cone, it is your responsibility as the chocolatier to suggest other items she may be interested in. When interacting with the customer, never force an upsell. Make sure that you are genuinely interested in her needs and what she likes. Listen to what she says, and modify your recommendations based on your conversation. The customer will always return to the boutique in the future when she has a genuine interaction with you.

III. Scenario launch page

Let's review the different scenarios you may come across when sampling to sell. Select a scenario to begin.

IV. Scenario #1: Customer is only purchasing a drink

A customer may approach the the beverage station and just wants to purchase a drink. What would you say to the customer to upsell and recommend another item? Select the most appropriate response.

- A. "Since it's happy hour, let me create a second Truffelata for you – it's Buy One, Get One half price!"
- B. "I love our Truffelatas too! Enjoy!"
- C. **"I know you will enjoy your Truffelata! Since you like strawberry, our dipped berry cones are so delicious and will be perfect to enjoy when you get home. And I can pack them in a gold box so they arrive perfectly!"**

Correct Feedback: That is correct! By listening to your customer's preference for strawberry, you offered an additional product that she can enjoy later.

Incorrect Feedback: Almost! Your enthusiasm is great but consider your customer's needs when offering a promotion. A bottle of water for instance, rather than a second drink.

Even when selling at the Beverage or Soft Serve Station, you still have an opportunity to get the customer excited about other products in the boutique. Remembering the current promotions in the boutique will allow you to take a one item sale, and turn it into a multiple item transaction! Always remember to make sure that your recommendation is in line with the customer's needs. Encourage the customer to spend \$10 to qualify for the program benefits and you'll receive another opportunity to make additional sales and show her the value of Godiva. Don't forget to mention the Godiva Rewards Program as another way to increase sales and provide the customer with amazing customer service.

V. Scenario #2: Upselling a soft serve

A customer comes in to the boutique with her husband and she wants to purchase a soft serve. How would you respond to her request? Select the most appropriate response.

- A. "Let me get that for you!"
- B. "I love the Soft Serve too! Do you want chocolate or would you prefer a twist with chocolate and vanilla or vanilla alone?"
- C. **"Let me make one for you – would you like chocolate, vanilla or a twist? (Addressing the husband) Which flavor can I make for you sir? During happy hour, it is buy one get one half off!"**

Correct Feedback: That is correct! Use this chance to talk about the current promotions and increase your sale.

Incorrect Feedback: Almost! Don't stop short of asking additional questions to learn which other products might meet your customer's needs, whether at that moment or when she gets home.

Our customer service experience extends not only to the customer making the purchase, but to whoever the customer may be with. This is where our Gold Standard of service really shines.

Being aware of and acknowledging the other people with the customer shows the customer that you are attentive and is a great way to provide outstanding customer service. You are not only selling to her, you are selling to whoever she may be with. Adjust your conversation with the customer to include the person she is with and ask questions to gauge interest. Make sure your interaction is natural and educate them on our products. Inviting them to sample the product and telling them about the Godiva Rewards Program is another way to increase sales and give great customer service. Share current promotions and specials and make sure your recommendations fit with the customer's needs.

VI. Review and Next Steps

Our Beverages and Soft Serve Stations offer chocolatiers the chance to introduce Godiva to a new generation and give customers the opportunity to treat themselves with a deliciously luxurious treat.

Even if the customer is only coming into the boutique for a beverage or soft serve, take this time to educate the customer on the wide variety of products and current promotions that we offer. Listen to what the customer likes and dislikes, and don't be afraid to continue to engage her and get her excited about our products! It is your responsibility to give the customer the best experience possible so that they will continue to be a loyal Godiva customer. Don't forget to ask if they are a Godiva Rewards Member, and if they aren't, tell them the amazing benefits to the program. Your excitement and enthusiasm will only add to her enthusiasm and increase her amount of purchases.