

## Selling by Zone: Cashier

**Client:** Godiva  
**Project:** Retail Training  
**Module:** Selling by Zone: Chocolate Case

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### 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. Importance of customer interaction at the register

Every single interaction with a customer in our boutiques, is an opportunity to wow them and provide them with outstanding customer service. Ringing up a sale is your last chance to provide the customer with a lasting experience of Godiva. This is also a great time to suggest add-on items from the impulse items that are located near the register. Use descriptive words like luxurious, decadent or smooth, to entice the customer into purchasing an add-on item. Make sure to adjust your behavior based on their response. Your Boutique Manager will guide you in using the POS or Point of Sale register to make sure you know how to efficiently and accurately ring up a sale using various forms of payment. You will also learn what the Godiva Rewards Club is, and why offering it to customers is another way to give them great customer service.

### II. Selling as a Cashier

As a cashier, it is your job to continue the high level of customer service that customers have experienced before they interact with you. Every single customer that approaches the register should be welcomed with a genuinely warm welcome. Even if you are busy finishing a sale with another customer, acknowledge waiting customers with eye contact and a smile. If someone is waiting or if there is a long line, take a moment to let the customers know you will be with them shortly. While making the transaction, ask the customer if she found what she was looking for and if she has any additional questions. Mention the Chocolate Rewards Program so that the customer may redeem their chocolate piece or see if she is interested in becoming a member. Ring up the sale quickly and accurately, thank her for being a loyal Godiva customer and encourage her to return soon.

### III. Scenario launch page

Let's review the different scenarios you may come across when customers approach the register. Select a scenario to begin.

#### IV. Scenario #1: Customer is not a member of the Chocolate Rewards Program

Some customers that approach the register may not be members of the Chocolate Reward Program. This is your opportunity to educate them on the program and get them excited about being a member. How should you respond to the customer in this situation to give her the best experience? Select the most appropriate response.

- A. "Just give me your email so we can send you special offers throughout the year."
- B. "Not to worry – how will you be paying today?"
- C. **"Godiva's Chocolate Rewards Program is a free program that entitles you to a free piece every month for a year! All I need is your phone number and an email to join today."**

**Correct Feedback:** That is correct! It is great customer service to make sure your customers receive the added benefit of Godiva's loyalty program that their purchase has entitled them to!

**Incorrect Feedback:** Not quite! It only takes a few seconds to let your customers know they are values and to give them a reason to come back to your boutique every month throughout the year!

Informing the customer of the benefits of the program and explaining how easy it is to sign up is a great way to provide outstanding customer service. Let the customer know that membership is free and she'll receive a free piece of chocolate every month, beginning the month after she enrolls. The free piece can be any piece from the chocolate case except for the parfait chocolates, bark, truffles with alcohol, and specific seasonal collections. For additional tips to providing outstanding customer service in this area, refer to the Frequently Asked Questions module in your learning path.

#### V. Scenario #2: Rewards Club member purchases one item

A Rewards customer may approach the register and might want to purchase a cone of dipped strawberries. What do you handle this request? Select the most appropriate response.

- A. "I know you will love our strawberries! See you next month!"
- B. "Thank you for being a Godiva Rewards Club member. How are you enjoying your free piece?"
- C. **"Thank you Mrs. Jones for being a Godiva Reward Club member. If you purchase an additional cone of strawberries or mixed berries today you will qualify for an additional gift next month! And the cones are part of our Everyday Values of 2 for \$22 or 3 for \$30."**

Correct Feedback: That is correct! Let your customer know about Godiva's promotions that offer great value and entitle your customer to receive her full membership benefits.

Incorrect Feedback: Almost! Don't assume your Rewards Club member knows how close she is to qualifying for all of her benefits. It is an easy way to add on to your sale and increase the sale.

Even though some of our customers frequent the boutiques, they may not know about the items that have just arrived in store, or what the current samples or promotions are. Don't be afraid to share your expertise as a chocolate connoisseur. Customers can get so excited about a free piece of chocolate that they end up purchasing more than what they originally came in for. When ringing up a sale, keep in mind the "Who, Who, and You" technique to see if there is anyone the customer forgot to purchase for and remind them of upcoming holiday needs that may spur a last minute add on. Always thank the customer and encourage her to return again soon.

## VI. Review and Next Steps

At Godiva, our customers always come first. Every single interaction you have with a customer is your chance to enrich their lives with a surprising and delightful experience. From the moment the customer enters the boutique, she should have your undivided attention up until the moment she leaves. Give her your help and share your chocolate expertise so that she can make the perfect choice based on what she's looking to purchase. If she doesn't know what she wants to buy, tell her about our current promotions and specials. Educate her about the Chocolate Rewards Program and be genuinely excited when telling her about the benefits of it. If you're excited about Godiva, the customer will be excited. Making the customer feel special by thanking her for being a loyal Godiva customer. This will leave a smile on her face and guarantee she will return again for another memorable Godiva moment.