



Profit in the downturn
Charity shops - best practice
selling skills

Steven Cartwright "With a V"


with a 


Steven (with a V) Cartwright

In a nutshell...

I am passionate about transforming service behaviour...

Introducing Gillian Cookson.....



with a 

So who are you?



Fancy a mingle?

with a 

How can I help you?



- Define selling and service
- Explore who's coming through your doors
- Check out your offer against 7 elements of service
- Offer practical suggestions to drive sales
- Share some activity in Scope



Step One

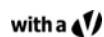


What's Service and Selling all about?



So what is SERVICE all about?

- *The first stroke in a game of tennis?*
- *A tea set or set of cutlery?*
- *A religious ceremony?*
- *Military duty?*



So what is **SELLING** all about?

- To betray
- convince of the value of something
- To promote
- Give up for money



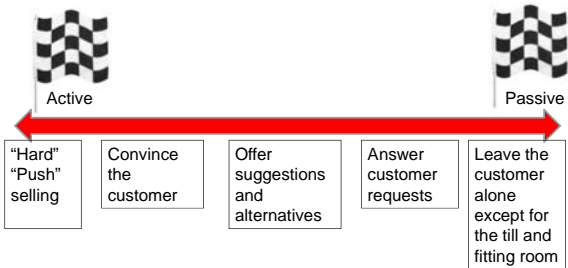
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Because of the confusion over selling and service some Charity Shop beliefs may emerge...



with a

Selling & Service continuum



Where on the continuum would you place Yourself? Your Charity? Your competitors?

with a

Our **Service** definition

An **appropriate** and effective **system** or **behaviours** to deliver something that is **needed** or **desired**



with a 

Profit in the downturn
Key point



When it comes to “service” and “selling”


Make sure you are all talking about the same thing

with a 

Step Two



Who’s coming through your doors?

with a 

Who's coming through your doors?

Mission – I know what I want...	Browser – Just looking...	Profiteer – I can sell it on E-Bay
Excite me – I may buy something if you excite me	Bohemian – I want something unique	Chatterer – I want a chat before I buy

YOUR TOP THREE
1.
2.
3.

Some customers will change during their time with you. Every shop will have a slightly different profile.



Profit in the downturn
Key point



Work with your store teams to identify the true profile of your current customers

Flex your service offer to reflect your current and future customers needs





Step Three

Review your service offer



**Introducing
SERVICE
“V’s”**

Service “with a V”

Where do these come from?
My 25 years experience of service industry

The SerVice SolVer...
Gives you an insight into your strengths and blind spots

with a V

Rating yourself against the V's.....

Service V	How good are YOU?	How good are YOUR STORE TEAMS?
Values		
Vision		
Venture		
V.I.P.'s		
Vibes		
Visage		
Validate		

Which V is your strongest and which your weakest?
Values – Vision – Venture – V.I.P.'s - Vibes – Visage - Validate

with a V



VALUES

with a 



Charity shop VALUES

**Use your store teams
to talk about the
values of the Charity
and the difference it
makes – the more
LOCAL the better**

with a 




VISION

with a 



Charity shop VISION

Encourage your store teams to benchmark themselves against the best retailers in their town and beyond

with a 




Rate your VISION

with a 



VENTURE

with a 

**Charity shop
VENTURE**



**Let the team know
what they are
contributing to the
charity & Link all
activity to the retail
calendar**





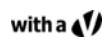
V.I.P.'s
Your customers







Charity shop V.I.P.'s

**Profile your shops help
the shop teams to flex
their service with
different customers
and at different times
of the week**





VIBES

with a 



Charity shop VIBES

Use your shop teams to stress the need to donate as well as spend

Let them become local marketeers

with a 



VISAGE

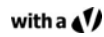
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Charity shop VISAGE



Watch, coach and feedback on every visit.

Whatever your role devote time to drive service every day





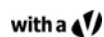
VALIDATE



Charity shop VALIDATION



Set mini targets that are challenging and realistic then praise and celebrate





Rate your VALIDATE

with a



So... How did you do?

Service V	How good are YOU?	How good are YOUR STORE TEAMS?
Values		
Vision		
Venture		
V.I.P.'s		
Vibes		
Visage		
Validate		

Which V is your strongest and which your weakest?
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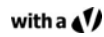


Step Four Play to your strengths and identify your service priorities

with a

Case study - **Scope** (Area 4)

Area Manager Gillian Cookson



Identified 2 key service opportunities –



Values:

Communicating the values of the Scope charity



Visage:

Final impressions especially at the cash desk





Getting real - **Scope** (Area 4)



Time to train limitations

Volunteers with learning difficulties

Lots of other things to do in store

Keep it cheap – All spends cost the charity



Overcoming obstacles - **Scope** (Area 4)

Time Quick solutions •Pre opening •On the sales floor	Learning difficulties Respect Keep everything simple Patience and repetition
Lots to do Link to other initiatives	Cheap All in house



What we did - **Scope** (Area 4)

Pilot in 5 out of the 16 stores

Briefed and **involved** store management team

Training and coaching **kit** –
–10 minute sessions pre opening
–Sales floor coaching cards

Linked to “Raffle tickets” “Pledge cards” business activity

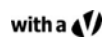


Pilot results - **Scope** (Area 4)
We learnt....

When we explained more about Scope –
“Some customer’s don’t care about Scope”
“Cerebral palsy is too hard to say and explain”

The training kit –
“The words were too complicated”
“Some were embarrassed to get involved in playing customers”

.....**So we re-wrote the lot!**

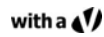


Pilot results - **Scope** (Area 4)
Wins

“50% of the team are now feeling more confident with customers and have a better rapport”

“More of our volunteers are wanting to go on the sales floor, rather than the stockroom as they get a buzz from selling”

“Coaching sessions have brought the team together more – the coaching has boosted the confidence of the assistant manager”





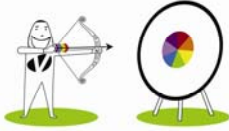
Q & A
during
break....



For
further
information



Wishing you fun and energy in hitting the target



In **eleven**

with a 
