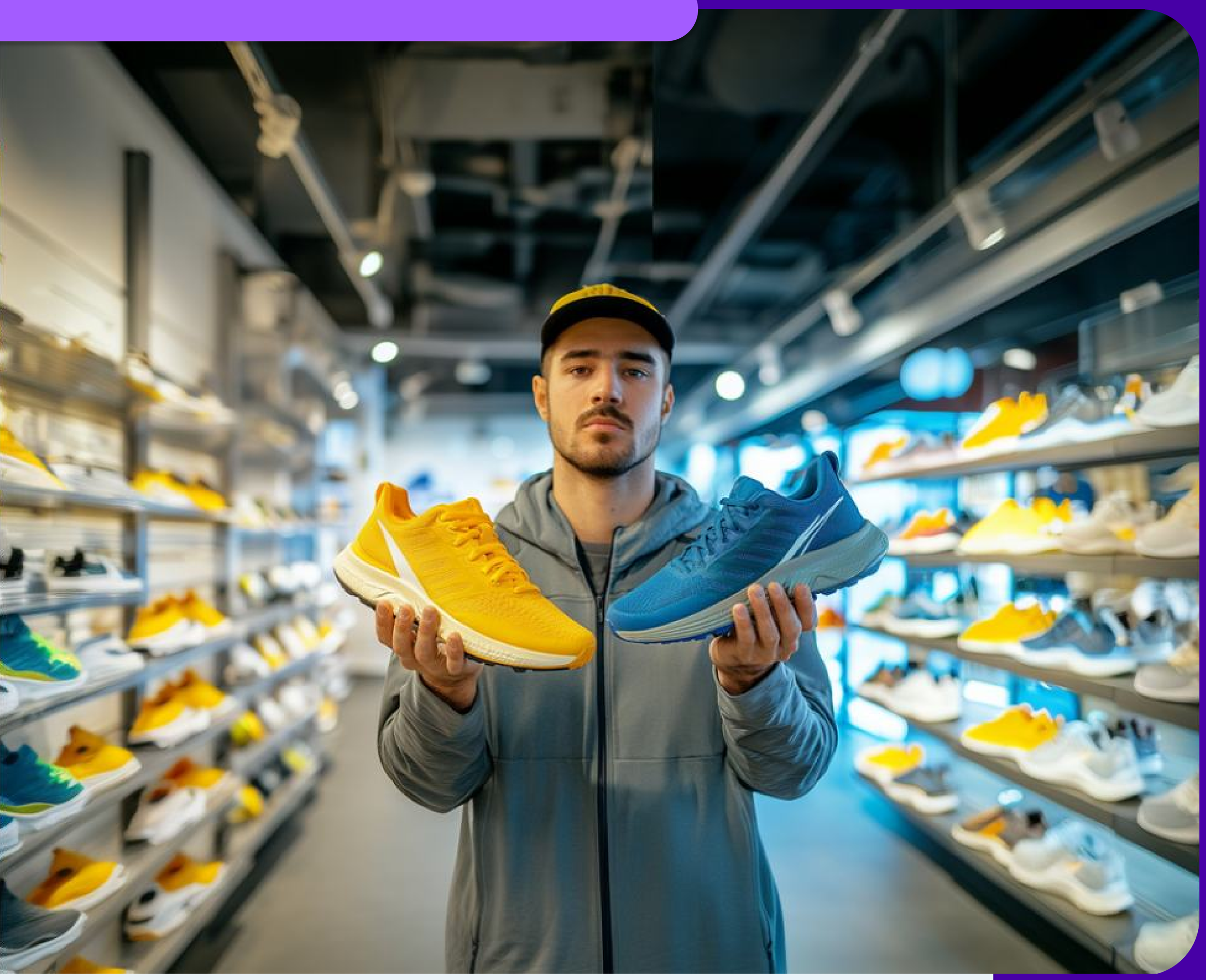
Engage and Convert Undecided Shoppers:

A Brand Checklist for Supporting Sales Associates In-Store



For Outdoor Sports Retail Brands

ENDVR

Introduction

Empowering in-store sales associates has never been more critical for brands looking to increase **customer engagement** and **conversion**. Retail sales associates are often the face of a brand, playing a key role in influencing the decisions of **undecided shoppers**. However, to perform at their best, associates need more than just basic product knowledge—they require the right tools, real-time information, and training that allow them to connect with shoppers and tailor their approach to individual needs.

This checklist is designed to guide brands in providing essential support for their in-store sales associates. By leveraging platforms like ENDVR, brands can deliver actionable insights, up-to-date product information, and promotional updates directly to the sales floor, empowering associates to engage effectively and make lasting impressions. With a **well-supported and motivated team,** brands can transform in-store encounters into valuable opportunities to create **loyal customers** and **drive revenue.**

With customer engagement crucial, in-store sales associates play an increasingly impactful role. This checklist guides brands in equipping associates with essential tools, real-time data, and effective training, turning every shopper interaction into an opportunity to build loyalty and drive sales.

STEP 1:
Equip Sales Associates with Product Knowledge

STEP 2:
Support Sales Associates with Customer Insights

STEP 3:
Enable Sales Associates to Share Brand Stories

STEP 4:
Empower Sales Associates with Real-Time Promotions

STEP 5:
Offer Tools for Personalization and Customer Engagement

STEP 6:
Encourage Associates to Create Urgency Without Pressure

STEP 7:
Train Associates on Confident Closings

Step 1:
Equip Sales Associates with Product Knowledge

- [ ] **Provide In-Depth Product Training:** Brands should thoroughly train sales associates on product features, benefits, and use cases. Ongoing training sessions, product demos, and digital resources can keep associates up to date.

- [ ] **Offer Easy Access to Product Information:** Using platforms like ENDVR, brands can provide sales associates with immediate access to key product details making it easier to answer shopper questions.

Step 2:
Support Sales Associates with Customer Insights

- [ ] **Leverage Data to Understand Consumer Preferences:** Brands can use insights gathered from digital tools, such as ENDVR, to help sales associates understand what shoppers are looking for—sustainability, style, or performance. Sharing this data allows associates to tailor their approach to meet customer needs.

Step 3:
Enable Sales Associates to Share Brand Stories

- [ ] **Share Brand Values and Differentiators:** Brands should communicate their story, sustainability initiatives, or standout features to help associates create an emotional connection with customers. For example, explaining how a jacket is made from recycled materials can appeal to eco-conscious shoppers.

- [ ] **Provide Real-Life Use Cases and Testimonials:** Sales associates can share stories about how other customers have successfully used the product. Brands should regularly update associates with testimonials and case studies, which can be accessed through tools like ENDVR to ensure relevance.

Step 4:
Empower Sales Associates with Real-Time Promotions

- [ ] **Ensure Associates Are Informed About Promotions:** Brands can use platforms like ENDVR to update associates about current promotions, limited-time offers, or exclusive deals in real-time. This allows associates to create a sense of urgency and provide additional incentives to undecided shoppers.
- [ ] **Give Them Flexibility to Offer Incentives:** Consider allowing sales associates flexibility to offer small discounts or perks to close a sale. This can be especially effective for capturing undecided shoppers who are price-conscious.

Step 5:
Offer Tools for Personalization and Customer Engagement

- [ ] **Support Versatile and Seamless Shopping Experiences:** Encourage associates to emphasize the versatility of products. Brands should highlight how their products can transition from outdoor activities to urban settings, enabling associates to show customers how the brand fits into their everyday lives.

Step 6:
Encourage Associates to Create Urgency Without Pressure

- [ ] **Promote Time-Sensitive Offers:** Keep sales associates updated on any seasonal or time-sensitive offers so they can present them as an added benefit to undecided shoppers without applying pressure.

Step 7:
Train Associates on Confident Closings

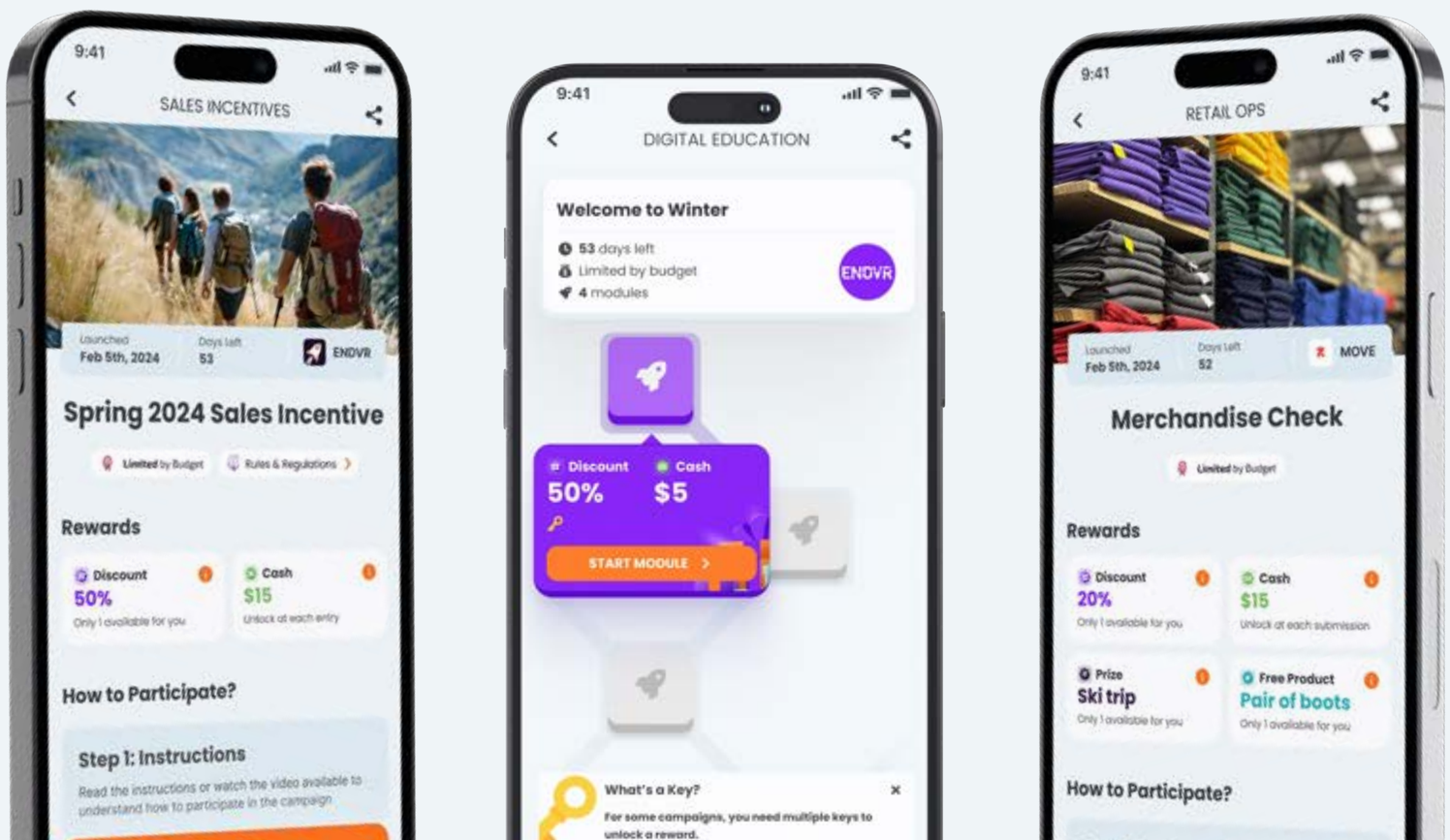
- [ ] **Provide Sales Knowledge for Closing:** Brands can help sales associates confidently close the sale by offering product knowledge that can be personalized to customer interaction. Training on proper use of tech-specs terminology encourages confident decision-making.

- [ ] **Offer pre-Sale Support:** Equip sales associates to provide value even after the sale by offering after-purchase services, exchanges, or extended warranty options. These details can be covered via ENDVR.

How ENDVR Can Enhance Brand Support for Sales Associates

To drive in-store sales, brands must equip their associates with the right tools, insights, and training. **ENDVR** enables real-time connections, providing product information, and promotional updates that empower associates to engage confidently and convert undecided shoppers. With **ENDVR**, brands can track performance, offer rewards, and keep associates motivated, turning in-store interactions into lasting customer relationships and increased sales.

Retail Operations | Sales Incentives | Digital Education



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