

# Understanding the relationship between Associate Selling Behaviors and Sales

*Presented by Second To None, Inc.*

## The Need



*Well-designed Mystery Shopping programs deliver actionable behavioral insights that can be used to propel a brand's customer experience goals forward. However, sometimes managers and employees will question the value of the very behaviors that the program is designed to measure and reinforce, and their ultimate importance in driving sales.*

## Customized Design



*Our Client partnered with Second To None to design a mystery shopping program to evaluate a set of associate behaviors that aligned with their in-store selling model. Key behaviors evaluated included: Active Listening Skills, Making Informed Recommendations, Explaining Product Benefits, and Asking for the Sale, among others.*

## Proof of ROI



*We identified the key selling behaviors that had the largest impact on same store sales, and further galvanized the organization's focus on the value of using mystery shopping to drive positive behavioral change.*

# Understanding the relationship between Associate Selling Behaviors and Sales

## BUSINESS IMPACT

Subsequent ROI analysis revealed the 'real value' of these behaviors.

- Stores that demonstrated year-over-year increases on these 4 key behaviors demonstrated strong, positive gains on Same Store Sales.
- Stores that demonstrated no change on these behaviors were generally characterized by marginal changes on Same Store Sales.
- Stores that demonstrated decreases on these behaviors were generally characterized by significant to marginal losses on Same Store Sales.

The bottom line – Positive behavioral change translates into stronger financial performance; while the absence of behavioral change translates into lost opportunities.

