

Active Selling Best Practice

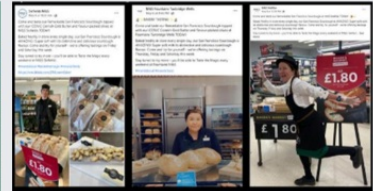
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REMARKABLE SELLING AND SERVICE THAT ALWAYS CREATES A SPARK

ACTIVE SELLING BEST PRACTICE: WITH A TASTING TABLE

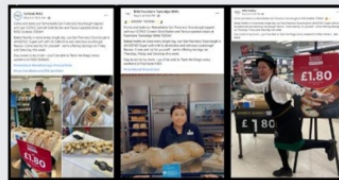


- ✓ Bold product displays.
- ✓ Cross-Selling lines in place.
- ✓ Welcoming colleagues
- ✓ POS on display
- ✓ Correct ticketing
- ✓ Creating excitement through stores social



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ACTIVE SELLING BEST PRACTICE: WITHOUT A TASTING TABLE



- ✓ Creating bold displays to sell from using existing tables (Bakers Special or Event Zones) or through using of equipment/tables which can be covered by the 'Taste the Magic' table cloth.
- ✓ Using a chopping board (or tray) to Active Sell next to a core grid display or end.
- ✓ Ensuing bold product displays with cross-Selling lines in place.
- ✓ Welcoming colleagues
- ✓ POS on display
- ✓ Correct ticketing
- ✓ Creating excitement through stores social

REMARKABLE SELLING AND SERVICE

THAT ALWAYS CREATES A SPARK

ISB ACTIVE SELLING KNOWLEDGE



San Fran Style Sourdough

- Made with a 31 year old liquid Sourdough Starter
- Soft and airy internal crumb, with a distinctive sourdough flavour, slight acidity and waxy texture
- No commercial yeast used, natural ingredients only
- Sourdough is a healthier alternative to regular white and brown breads



Salted Jersey Butter

- Made using Jersey milk, in a Jersey Dairy on the island of Jersey.
- Made in small batches and traditionally churned
- Produced in a sustainable way to protect Jersey's unique environment
- Showcase the front of pack, have the ticket price on display and guide customers to where the butter is displayed in the fridge