



Conversation Starter: Retail Samples

Unplanned Meeting

Sample 1: Focus is on call routing technology resulting in *customer service improvements* for small/medium retailers

Hello, George, my name is Joe SalesRep and I represent TopNotch Solutions. I help small and medium retailers customize communications solutions to address their business challenges.

George, I was talking to the owner of a plumbing supply business last weekend. He runs four outlets and his sales grew 10% last year. He claims the increase in sales is due to the way his new communications handles incoming calls. The system routes calls to the first available parts agent, which means his customers experience shorter waiting times. Plus, his stores are handling more calls—without fully staffing each location. He's saving on payroll while increasing sales!

In your business, George, what happens when you have more incoming calls than your staff can handle?

Sample 2: Focus is on POS technology producing cost savings and customer service improvements for medium/large retailers

Hello, George, my name is Joe SalesRep and I represent TopNotch Solutions. I help retailers customize data capture and payment system solutions to address their business challenges.

George, I read recently that the Slippery Shoe Company saved \$275,000 a year in costs related to credit card dispute resolution by installing a new POS system with signature capture capabilities. Because the transaction information and signature are stored in a searchable database, it's easy for a manager to locate a receipt for a disputed charge. By eliminating the manual process of searching through stacks of receipts, the store saves on labor costs, while resolving disputes faster.

George, what services is your POS system delivering for your business?

Sample 3: Focus is on enterprise mobility solutions to improve customer service for large retailers

Hello, George, my name is Joe SalesRep and I represent TopNotch Solutions. I help small and medium retailers improve their customer service processes using mobility technology.

George, my neighbor, Jake, was in an electronics store last week, looking for a specific model DVD player. He asked a sales associate for help, but all they could find on the shelves was the floor model. Then the sales person called the stockroom using a wireless phone, found out that the DVD player was in stock, and had a clerk bring it out to him. I know Jake; he has no patience. If that salesperson had left Jake's side to

check the stockroom himself, Jake would have been out of that store in a minute!

What kind of in-store communications technology does your business use, George?

Sample 4: Focus is on converged communications to reduce costs for small/medium retailers with multiple locations

Hello, George, my name is Joe SalesRep and I represent TopNotch Solutions. I help small and medium retailers save money by optimizing their voice and data communications systems.

George, last Saturday, I was waiting for a table at the Outback, and I started chatting with another customer, who runs two ski shops in different towns. He was raving about how much money he's saving by routing calls between shops over his data network. Because he and his staff make so many calls between shops, using IP telephony to route the calls eliminates the toll charges these calls used to rack up. He said the sound quality is great – they can't even tell they're on a data network!

In your business, George, is there a lot of inter-store communications?

Sample 5: Focus is on security technology to reduce costs for retailers:

Hello, George, my name is Joe SalesRep and I represent TopNotch Solutions. I help retailers assess their security needs and install solutions to reduce shrinkage and improve customer safety.

George, I recently read that a major retailer reduced total store shrink to under 1% of revenue—almost half the national average—by installing a digital video surveillance system. By focusing cameras at the check-out area and integrating video data with POS data, the retailer was able to track down employee fraud and theft. Plus, the retailer believes that placing the cameras in plain sight is somewhat of a deterrent in itself.

George, what does your business do to track and prevent losses?

Sample 6: Focus is on contact center technology to produce cost savings for catalog retailers

Hello, George, my name is Joe SalesRep and I represent TopNotch Solutions. I help small and medium retailers customize communications solutions to address their business challenges.

George, I recently read that a major retailer drastically reduced costs across its three contact centers, while improving customer service, by using a communication system to integrate the centers. The system uses optimized call routing to make the centers work together as one “virtual” call center. This smoothes the peaks and valleys in call volumes they used to experience at the three contact center locations, and enables them to staff from a national perspective instead of by individual center. Plus, the system routes calls to the nearest contact center, so the company saves on its long distance charges.

George, what options do you have for recognizing and handling peak call loads?

Sample 7: Focus is on computer telephony solutions to enhance revenue growth for catalog retailers

Hello, George, my name is Joe SalesRep and I represent TopNotch Solutions. I help small and medium retailers customize communications solutions to address their business challenges.

George, I recently read that a catalog company improved average revenue per call substantially by routing calls in a way that matches agent skill level with caller willingness to buy. The system uses information about the origin of the call to look up the customer's profile and transaction history in a database, and then it routes the call to the appropriate agent pool. This way, their best customers are matched with experienced agents who know how to cross- and up-sell to increase revenue.

In your business, George, are you able to link calls to information in your customer database?

Planned Meeting

Thanks for taking the time to have lunch with me today, Alice. My objective for our first meeting is to learn more about you and your business, and to address any questions you might have about me or my company. How does that sound to you?

What would you like to accomplish during our discussion today?

So, Alice, tell me what you enjoy most about your job.

Alice, what do you see as the top two or three challenges for your company this year?

I hear you! I've seen clients struggle with those same challenges...



Introductory Call Script: Retail Sample

Hello, Miss Prospect, I'm Joan SalesRep from TopNotch Solution in Peoria. I'd like to quickly share with you ways retailers like JustForEyes are improving customer service using cost-effective telecommunications solutions.

Would it help your business if you could offer more personalized customer service?

I've helped several retail clients optimize their communications systems and it's easy to do. One client realized he was actually losing business because of his outdated phone system. A top customer or supplier would call but the owner wouldn't know who was calling. He was often busy assisting shoppers and wouldn't pick up the phone. The system didn't have Caller ID, the wait times were long, and callers couldn't get access to the manager when they needed.

Can you see how the wrong communication system can actually harm your business, turning away customers and costing you sales?

I'm sure you recognize that your phone system is not just a business tool but a business enabler. It is a critical link to your customers, colleagues, and suppliers, AND it can impact the productivity of your staff. The right system can mean the difference between mediocre relationships and exemplary service. It's easy to take advantage of proven features like Caller ID. I'd like to tell you how.

Miss Prospect, I frequently visit with clients in your area and I'll be nearby on Tuesday morning, then again on Friday afternoon next week.

Which day is better for you to invest half an hour of your time, so that we can discuss your business goals and I can give you specific ideas to help you achieve them?

Objection: We're satisfied with our current system, and we don't have money for a new one.

I'm not suggesting you replace your current system. Just spend 30 minutes meeting with me. I'm sure I can give you creative ideas that can help you differentiate your business from your competitors.

Is Tuesday or Friday better for you? I can meet you for breakfast. It'll be worth your time.

If she still objects:

Miss Prospect, my purpose with this call is not to try to sell you a new system, but simply to get you to think about how you can improve your business's performance by using phone features you may or may not be aware of.

I'm a communications consultant with experience understanding the business challenges small and medium retailers like you face every day. The retailers I've dealt with tell me that their biggest challenges are handling incoming calls from customers while helping live customers in the store and being accessible when critical issues come up that require immediate handling.

Does that resonate with you?

If the response is “yes”:

- Well, I have a lot of experience helping clients overcome those challenges.

If the response is “no”:

- It sounds like you may have other challenges in your business.

If the response is “no, my biggest challenge is _____”.

- I can understand why that would be a challenge.

Miss Prospect, the way I work with clients is to start by understanding their business goals and then identifying process improvements that can help achieve those goals. At that point, we outline a system configuration that meets those needs and is within budget. We offer solutions designed specifically for small businesses like yours. Depending on your needs and budget, you can choose wireless capability, conference calling, and other advanced features. Features like these are geared to help your employees deliver better customer service which can help YOU differentiate your store from the competition.

Would you like to give your staff the right tools to enhance customer service?

Based on what you’ve told me, I can think of several options that can help improve service delivery. And they can also help improve productivity and lower your costs.

Miss Prospect, I’d like to meet with you in person to learn more about your business needs, and to share with you affordable ways to address those needs. Give me half an hour and you’ll see for yourself how easy it is to improve your business.

What day works better for you, Tuesday or Friday?

Great, Friday for lunch it is. Thank you, I look forward to meeting with you then.



Outbound Voicemail: Retail Samples

Sample 1:

Mrs. Prospect, my name is Joe SalesRep and I represent TopNotch Communications, a communications solution provider in Peoria. One of my clients, a plumbing supplier with four locations, attributes a 10% growth in sales to his new communications system. Incoming calls are routed to the first available agent, substantially reducing customer waiting times, resulting in more sales. As a plus, the owner saves on payroll because he doesn't need to fully staff each store to handle peak call volumes.

Sample 2:

Mrs. Prospect, my name is Joe SalesRep and I represent TopNotch Communications, a communications solution provider in Peoria. Did you know that XYZ Company saved \$250,000 a year in communications costs by deploying a Virtual Private Network solution from MyVendor?

I will call you today at 3:30 to set up a time when we can meet to discuss your business challenges and some strategies to address them. Or, you can reach me at 999-999-9999. I look forward to speaking with you! Enjoy your day!

Sample 3:

Mr. Prospect, this is Joe SalesRep calling from TopNotch Solutions in Peoria. A medium-sized retailer recently saved \$275,000 a year in costs related to credit card dispute resolution by installing a new point-of-sale system with signature capture capabilities. I will call you later this week to discuss your business needs. Or, if you prefer, you may call me at your convenience at 999-999-9999. Thank you for your time.



Inbound Voicemail: Retail Sample

This is Joe SalesRep of TopNotch Communications. Thank you for calling me today. I am interested in understanding your business challenges and demonstrating how our solutions can drive productivity and profitability while differentiating your customer service. Please leave your name, number, and the best time for me to contact you. I'm eager to speak with you!



Follow-Up Letter: Retail Sample #1

August 12, 2005

Miss Jill Prospect
Retail Store Manager
Novelty Retail Store
2468 Main Street
Yourtown, ST, 02468

Dear Miss Prospect:

I enjoyed talking to you at the Chicago Retail Symposium about the high costs of resolving credit card disputes. Retail businesses like yours can dramatically improve productivity by using powerful, yet affordable, TopNotch retail point-of-sale (POS) solutions. ***Here's why you should consider a TopNotch POS system:***

It's **bad enough** when a long line of customers **witnesses a clerk struggling to scan a product**, but then to subject those same customers to **a seemingly endless wait for credit authorization** is **intolerable**. The point of sale may be the **only** interaction a customer has with your staff. If your POS system **fails to keep your customers moving**, you are making a very bad, lasting impression. What's more, experienced shoppers know immediately that the system (and, by association, your store) is dated! A mediocre point-of-sale system can actually **hamper your business, turning away customers** and **diminishing sales**.

Well-engineered, leading-edge solutions from TopNotch offer efficient, accurate features that are configurable to suit your business needs. Proven TopNotch solutions enable you to accelerate the checkout process, leaving a lasting, positive impression on your customers. And they are geared for small-to-medium businesses like yours.

Here are three significant *business improvements* you can expect with a TopNotch solution:

- **Optimize employee productivity:** Free up your staff from labor-intensive tasks, like searching through stacks of receipts, through electronic signature and receipt capture. You'll have an electronic record of every credit and debit sale, transforming dispute resolution into a simple database search.
- **Expedite customer checkout:** Scan larger products without removing them from the cart, with cordless scanners featuring omni-directional data capture technology. Your staff will breeze through every transaction, leaving time to personally interact with customers at checkout.
- **Deliver targeted messages:** Display advertising messages targeted to the customer. Your customer will be intrigued by your ability to personalize the checkout experience, and more likely to purchase in the future.

As a sophisticated professional, you know that an efficient POS system is crucial for maximizing sales throughput and generating repeat business. Experienced retailers regard their POS system as a **business enabler**, not just a payment device. Retailers who underestimate the business value of a high-performance point-of-sale system unwittingly neglect opportunities to delight their customers and grow their business.

I will call you next week to set up an appointment, so you can see first-hand how the right TopNotch solution can improve your business. Or you can reach me at 999-999-9999. I look forward to meeting with you personally.

Sincerely,

Joan SalesRep
Mid-Atlantic Sales Manager
TopNotch Solutions, Inc.

P.S. You'll enjoy working with my company. TopNotch Solutions can have your POS system up and running overnight, with no business disruption!

P.S.S. Your neighbor, AAA Hardware, recently deployed our Best955 solution. Ask Todd Store Manager how easy we are to do business with!



Follow-Up Letter: Retail Sample #2

August 12, 2005

Miss Jill Prospect
Retail Store Manager
Novelty Retail Store
2468 Main Street
Yourtown, ST, 02468

Dear Miss Prospect:

Thank you for speaking with me on Tuesday about your communications system needs. Retail businesses like yours can achieve distinctive customer service by leveraging the rich functionality of TopNotch telecommunications equipment. ***Here's why you should consider a TopNotch communications system:***

There's **nothing worse** than feeling compelled to ***choose between picking up a ringing telephone and assisting a customer in your store.*** The shopper in your store represents a possible sale, yet you don't want to ignore a call that could produce more business. If your communications system doesn't enable you to service all customers, you are missing out on opportunities to grow your business. What's more, callers know immediately that the system (*and, by association, your business*) is not customer-centric! A mediocre communication system can actually ***hinder your business, reducing revenues and turn away customers.***

Well-designed, customer-focused solutions from TopNotch offer easy-to-use features that are configurable to suit your business needs. Proven TopNotch solutions can make you more accessible to customers and suppliers, and enhance your ability to personalize service. And they are geared for small-to-medium businesses like yours.

Here are three significant business improvements you can expect with a TopNotch solution:

- ***Optimize employee productivity:*** free up your staff from routine communications chores by leveraging auto attendant, interactive voice response, and other features. You'll capture every call, while your staff attends to in-store customers.
- ***Personalize every customer contact:*** recognize incoming calls you want to answer yourself and greet important customers and suppliers by name, using caller identification features. You can even view database information associated with the caller on your PC screen as the call arrives for superior customer-focused service.
- ***Stay connected while mobile:*** ensure key customers and partners can reach you and your staff no matter where you are by deploying a wireless solution. You'll never miss making a time-sensitive decision or speaking directly with an important customer.

Through your professional experience, you know that a good communications system is critical for building and maintaining strong relationships with customers, suppliers, and partners. Experienced retailers regard their communications system as a **business enabler**, not just a business tool. *Retailers who overlook the power of a first-rate communications system unwittingly sacrifice competitiveness and neglect growth opportunities.*

I am eager to meet with you personally so I can demonstrate how the right TopNotch solution will enhance your business. I will contact you next week to set up an appointment or you can reach me at 999-999-9999.

Sincerely,

Joan SalesRep
Mid-Atlantic Sales Manager
TopNotch Communications, Inc.

P.S. You will be pleased at how affordable TopNotch solutions are. I'll work with you to customize a solution that achieves your business goals within budget. Just ask me how!

P.S.S. Let's meet soon so you can take advantage of our current promotion. It will help your budget even more!



Email: Retail Sample

Subject line:

Turn transactions into relationships

Body:

Respond by September 30 to set up your complimentary POS assessment!

HOW DO YOUR CUSTOMERS PERCEIVE YOUR CHECK-OUT PROCESS?

Dear Mrs. Prospect,

The point-of-sale may be the only point-of-contact between your customers and your sales staff. How well do you use this critical encounter to advance your customer relationships?

If your scanners are awkward to use or the payment process is prolonged, your customers will leave with a bad impression of your business. An easy-to-use scanner coupled with an efficient payment process reflects a well-organized, customer-focused business—and *freed up your staff to interact with customers.*

Click here to learn more about solutions that help transform transactions into interactions.

TopNotch Solutions offers a range of point-of-sale systems designed to help retailers like you delight your customers. And now through the end of September we are offering a complimentary assessment of your point-of-sale process. We'll give you advice on how to make the most of each encounter.

Click here to learn:

- how streamlining the check-out process leads to a more personalized experience
- ways to deliver targeted messages that impress your customers
- how a simple solution can save hours spent on dispute resolution
- techniques to leave a lasting, positive impression on your customers

Your customers expect efficient, accurate service—but appreciate a personal touch.

GIVE THEM BOTH.

RESPOND TODAY—and start enhancing customer relationships with each transaction.

Joe SalesRep

Mid-Atlantic Sales Manager

P.S. To schedule your complimentary assessment *today*, call me at 999-999-9999.