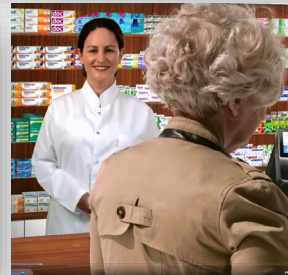


4Dshopper: interact

Making your in-store customer interactions more sales-effective



4Dshopper: interact



Return on Customer Interaction

Delivering better performance in marketing, sales and service

Traditional brick-and-mortar retail continues to remain attractive for customers despite the growth of e-commerce. After all, a face-to-face store visit is a personal experience. For this reason, interaction and communication between sales-person and customer are also up to twenty times more effective than leaving shoppers on their own.

4Dshopper: interact identifies sales-effective advice outcomes on shoppers by assessing the interplay of:

- Message content (e.g. Information depth)
- Interaction quality (e.g. Politeness)
- Advisor characteristics (e.g. Age, Gender)
- Situational features (e.g. Time pressure)
- Recipient factors (e.g. Willingness to spend)

4Dshopper: interact | How it works, in 5 steps

1



Create **sales scripts**, varying key elements of what your sales staff will say about your product offer: quality, price, proven effectiveness, advantage over competitor etc.

2



Pharmacy staff, as an example

Let **real-life actors** play out script variations, in response to anticipated customer needs, as personalised source of information, advice recommendation

3



Rebuild 3D in-store scenario as **virtual shopping environments**, where all products are fully interactive. Sales staff can be approached for information & advice.

4



Run **online experiments** with current or potential customers, to collect data on interaction experience and purchase decisions

5



Analyse purchase & interaction data to determine **sales effects** of different sales scripts, and to identify the winning most sales-effective elements

1

Writing sales scripts for in-store sales interactions



The term 'sales script' loosely refers to any combination of predetermined strategies, talking points, questions, and conversational structures sales reps can reference when speaking to prospects. Sales scripts take many forms. They can be as detailed as a word-for-word conversation or as open as a list of key talking points.

Create script variants that address different selling points. For new products, this may be Quality & Performance, Focus on Brand Equity, Competitive Superiority, Price, Proven Credibility of Product Claims, etc.

2 Let live actors re-enact different sales scripts



Select an actor/actress best suited to act as your own sales rep target group, by age, gender, ethnicity, native language, etc.

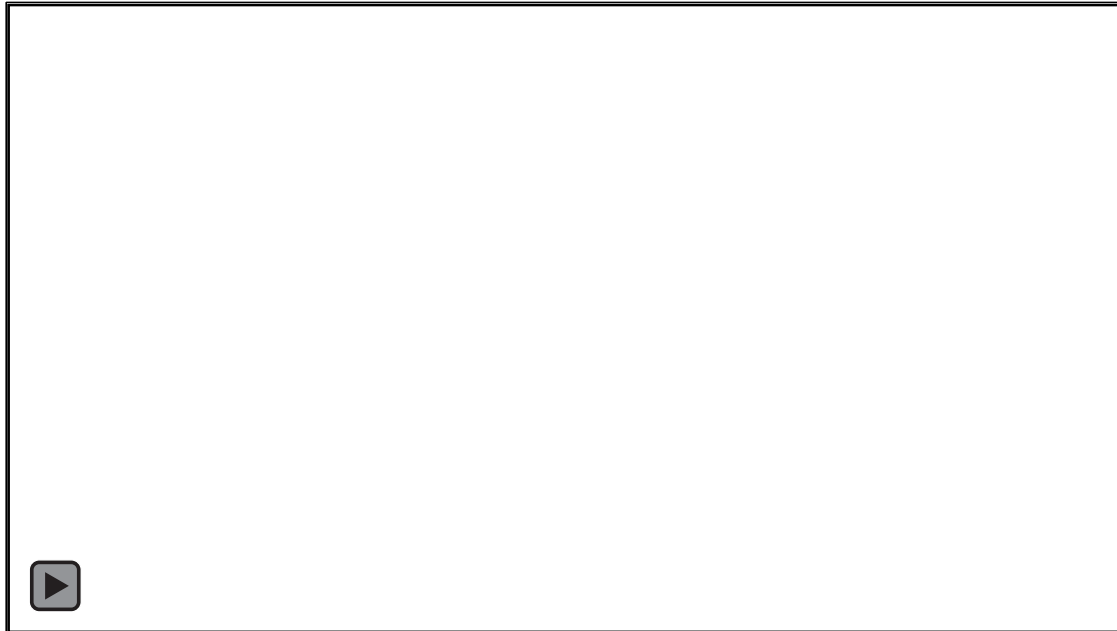


Let your preferred actor/ actress bring your sales scripts to life in a **simulated** customer-staff interaction, responding to anticipated most likely questions about your product offer. This happens before a green-screen background, as place-holder for your in-store scenario

This will result in 2 or more simulation scenarios, to compare their effects on customer interaction.

3

Contextualise sales interaction in-store

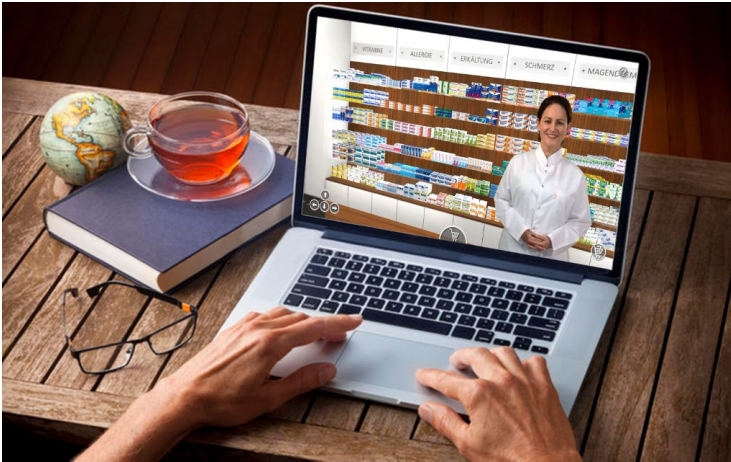


Sales staff interaction with customers occurs in the **full in-store context** of product offers. This context can be recreated as a virtual store environment in photo-realistic quality, where each & every product becomes ,shoppable‘.

It is within this environment that a live actor as ,simulator‘ can be approached by customers for information, advice and recommendations on the basis of a tailored sales script.

4

Let customers experience what sales staff have to say



Invite respondents, as current or potential buyers of your product offer, to participate in an **online survey**, where they are instructed to shop as they would normally do when shopping a store of their choice.

During their store visit, they can approach a staff rep for information, advice, guidance, and recommendation, which will then be activated through one of several sales scripts, and enacted by your live actors, before the background of virtually recreated in-store environments.

Respondents are followed in their purchase behaviour on a second-to-second basis, to document when, how, and why they seek staff interaction, and whether and how this will impact their purchase decision.

5

Find out what works in sales interactions, and what doesn't



SHOPPER-PHARMACIST INTERACTION: Key Variables

	Scenario #1	Scenario #2	Scenario #3
Product Interest	54%	48%	67%
More Product Info Requested	15%	26%	43%
Price Info Request	42%	36%	39%
Advice Needed	21%	29%	18%
Time on Product	24,4 sec	13,8 sec	19,2 sec
Product Purchased	31%	24%	37%
% Conversion	57%	50%	55%

Sales scripts, varying in key communication factors such as: Focus on Product Quality, Price, Advantage over Competitors etc. are compared based on their measurable effect on volume, value, and profitability of your product offer, as validated **KPIs**.

Additional measures will be: Relevance, Appeal, Credibility, Memorability etc.

Results provide the confidence you need to understand the impact potential of your sales script against a benchmark or control scenario (mostly defined by current or conventional practice).

SHOWCASE

For a more detailed project example, follow this link:

https://4dshopper.com/downloads/WICK-DAY_NAIT-V1.mp4



4Dshopper:interact

Optimising sales scripts for higher volume, revenue and profitability

4Dshopper.com

T +49-2131-27 23 55