

# Drop Off

## Smile 101 New and Existing customers

<p>Hello  <i>hi, can you put some heels on these?</i>          Sure, we'll take a look at them for you ...  <i>thanks, they're my fav's</i></p>	<p><b>S</b>mile and put password in</p>
<p>...you've been here before haven't you?  <i>Yes</i>          What is your last name?  <i>Toms</i>          And your first name?  <i>Adele</i></p>	<p><b>M</b>ake an Invoice</p>
<p>Ok Adele so we'll put some new heels on these....</p>	<p><b>I</b>nvoice repairs asked for</p>
<p>How are the fronts feeling?  <i>Yes they are a bit thin, what can you do about it?</i>          We can replace that sole for you ... let me just work out the best way to do that...  <i>OK</i>          So you are looking at \$127.80 for soles and heels for the pair ...  <i>OK</i></p>	<p><b>L</b>ook for other repairs</p>
<p>So we have the heels and soles it's \$127.80 ... we'll have them ready ... on ... Friday ... at 11 am ... is that soon enough for you?  <i>Yes thanks that's great</i>          It's \$127.80 thank you...  <i>Sure</i></p>	<p>Payment</p>
<p>Ask for &lt;shoes/boots/bag&gt; under &lt;surname&gt;, they'll be ready... &lt;day&gt; at 11am  <i>Ok</i></p>	<p><b>E</b>xplain receipt</p>
<p>Thank you Adele, see you Friday.  <i>Ok great ...bye</i></p>	

### Stuck?

Good question ... I'll discuss it with Shane, then get in contact with you.. If you haven't heard from me by <insert day> 11am feel free to leave a message on 5783358 ... I'll write that on your docket.

## Stuck?

Say hello and put password in	
Make an invoice	<b>Get email and mobile</b>
Invoice repairs	<b>Click on repairs as best as you can</b>
Look for other repairs	<b>Check Heels, Soles, Toes, Stitching, Elastics, Velcros</b>
Explain receipt	<b>Circle our number, explain we don't answer</b>

Good question ... I'll discuss it with Shane, then get in contact with you.. If you haven't heard from me by <insert day> 11am feel free to leave a message on 5783358 ...

This price is only a guesstimate ... I'll get that sorted before I contact you.

Get the customer to leave repairs with you.  
No payment needed - Click "pay later"

## Smile 102 New Customers

<p>Hello  <i>hi can you fix this?</i>          Sure, we'll take a look at it for you &lt;discuss item briefly&gt; you've been in here before haven't you?  <i>No</i>          Welcome  <i>Tee hee ... thank you</i>          What's your first name?  <i>Mary</i>          And your last name?  <i>Poppins</i>          What is your Email ... and your cell.          Ok Mary so we'll put some new heels on these....          How are the fronts feeling? are they slippery or are you feeling stones at all?  <i>Yes they are a bit thin, what can you do about it?</i>          We can replace that sole for you ... let me just work out the best way to do that...  <i>OK... (what does it cost/look like/how do you do it/can you do it?)</i>          So you are looking at \$84.80 for soles and heels for the pair ...  <i>Do it, do it!</i></p>	<p><b>S</b>ay hello and put password in   <b>M</b>ake an Invoice and give card or brochure   <b>I</b>nvoice repairs asked for  <b>L</b>ook for more repairs and explain benefits to customer</p>
<p>Keep an eye on these HST/SIP when it gets down to this join line here, bring them in and we will sort them out for you</p>	<p>Future work</p>
<p>NEW SHOES Did they show you how to care for these?          OLD SHOES Are you right for polish?  <i>Yes please I'll take some waterproofer and polish...</i></p>	<p>Shoe Care addons</p>
<p>So we have the heels, soles, and polish, it's \$141.70 ...          and we'll have them ready on Friday ... at 11 am ... is that soon enough for you Mary?  <i>Yes thanks that's great</i>          It's \$141.70 thank you...  <i>Eftpos Ok?</i></p>	
<p>Do you have any other shoes or boots at home that need repairs?  <i>sure do/Yes/No/Why?</i>          great, there's an offer on the bottom of here, you get ... 10% off your next heels  <i>Yes I'll bring them in when I collect these</i></p>	<p><b>E</b>xplain receipt          Coupon</p>
<p>Ask for &lt;shoes/boots/misc&gt; under &lt;sname&gt; and they'll be ready on &lt;day&gt; at 11am.  <i>Ok</i></p>	
<p>See you Mary  <i>Ok great....bye</i></p>	

<b>Drop Off</b>	<b>1</b>
Smile 101 New and Existing customers	1
Stuck?	2
Smile 102 New Customers	3
<b>Selling Systematically</b>	<b>4</b>
7 Essentials	5
Clearing the decks	5
<b>Scripts</b>	<b>6</b>
Is it worth it?	6
Add ons	6
Price Issues	6
Price Question ... without the repair present	7
Getting Payment	7
Unpleasant person or wet smelly shoes	8
Email	8
Referrals	8
<b>Misc</b>	<b>8</b>
Dirty Footwear Policy	8
Drop Off Tally Charts	9

# Selling Systematically

## 7 Essentials

1. Memorise and use an organised sales talk
2. Use the proper introduction
3. Present proposed repairs properly
4. Speak rapidly and enthusiastically
5. Tell the truth
6. Use names
7. Sell systematically, ask about other repairs, ask about polish, ask for future work, ask for referrals

## Clearing the decks - for clearing up issues that may arise later

1. We have repaired your slider for you, so you'll get some more wear out of it, in time you may have to replace the entire zip.
2. Yes we can glue up just the loose bits ... but as you can see we can't glue the bits that are currently glued and so in time they may come undone, so as long as you are happy to deal with that later if it happens?

Space for other examples as they come up

## Shoe manufacturers names

Rieker, Ecco, Florsheim, Clarkes, Loakes, Rockport, Joseph Siebel,

## Shoe types

Ladies - Kitten heel, Stiletto, Ballet flat, Slingback, Peep toe, Mary Jane, Sandal, Wedge, Ziera/Kumfs

Mens - Oxford, Brogue, Lace up

Misc - Cowboy boot, Ugg Boot, Ankle boot, Jandal, High tops, Chuck Taylors, Birkenstock, Crocs, Dr Martens,

# Scripts

## Is it worth it?

If the shoes look OK	Yes, they'll come up good
If customer is still unsure	Are they comfortable?
If still umming!	What would it cost to replace them?
If the shoes are really had it	No

## Do you have bright purple with a bit of metallic, engraving, locksmithing

No we don't ... but here's where you can get that sorted.  
Give one of our helpful cards

## Add ons

Words to use with Freshen Up Deal

*Can i get my heels done please*

Yes sure ....

Your toe tips are worn down here ... you're starting to wear into the upper ...

We have a deal ... where you get heels, tips and a Polish for \$59.90 ... that's probably your best bet ... are you happy to do that?

## Price Issues

WOW that's wayyy more than I thought ...

Hey .. no .. trouble ... Lets just check, that I've got that right, so we have heels, soles and the polish ....  
(restate what is being done and go for the same price and check for errors!)

else

So just let me take a look and see if there's another way of doing that, so the most important bits are the heels and the toe coming undone is not safe is it! But the new insoles aren't a "must have" so if we do the heels and glue the toe ... it's \$116.70 ... and we can still have them ready ... on ... Thursday at 11am ... was

that soon enough for you?

*Yes.*

It's \$116.70 thank you.

## **Price Question ... without the repair present**

I've got this pair that need <repair name> what would it cost to get them done?

Give as definite price as possible

"So for a normal <insert our repair name> it costs <insert normal price>. Bring them in and we will check the rest of them for you, and give you an exact price before we start them"

On phone. Do you know where our store is?

In shop. Would you like a bag for your other repairs?

Examples

### 1.How much to fix a pair of cowboy boots that are worn down at the backs?

"So for a normal pair of large heels it costs \$54.90. Bring them in and we will check the rest of them for you, and give you an exact price before we start them"

### 2.What does it cost to replace a zip in a boot?

"So for a normal Zip replacement in a boot it costs \$105.90. Bring them in and we will check the rest of them for you, and give you an exact price before we start them"

### 3.How much does it cost to get the elastics done in my sandals?

"So for a normal pair of elastics it costs \$49.90. Bring them in and we will check the rest of them for you, and give you an exact price before we start them"

## **Getting Payment**

"... it's \$156.70 ... we'll have them ready ... on ... Thursday at 11am ... is that soon enough for you?"

*Yes.*

It's \$156.70 thank you.

*Do you want me to pay for that now?/My Wallet is in the car/My cat has spots.*

Yes please.

*I don't have any money with me and I'm not paying at the start anyway and my cat has long toenails*

we normally get payment when you drop your shoes in ... but I'll give you a docket and you can sort it out with us on Thursday, we'll have them ready at 11 is that soon enough?

## Unpleasant person or wet smelly shoes

Sorry but we don't start repairs until they are paid for in full

## Email

What do you want my email for?

Shane will send you an email asking if your repairs turned out as good as you expected,

Only if you are happy for us to have it ...

1. it will have Shanes email address on it if you have any questions
2. and it will have an unsubscribe link if you don't wish to receive emails in the future
3. We don't sell, lend or let anybody else use your information

would you like us to have your email?

Use plenty of pregnant pauses throughout this script to let the customer jump in and say "yes/no"

Or just use the first sentence and then stop

## Referrals

If once we have done your repairs, you really like them, would you be happy to tell your friends about us? sure

Here's a couple of our referral cards just tell them about your experience with us and we will take at least as good a care of them as we have of you!

## Stretching

Yes sure ... we can take a look at those ... now you've been in here before haven't you?

*They need a stretch all over.*

You can get them on?

Is the left or right worse?

Ok grab a seat and put them on and I'll make some notes as to where exactly they are giving you trouble.

*I don't have time, my kids are in the car, they just need it all over, my cat has toe nails*

Hey no trouble ... drop back when you do have time ... we are open Monday to ...

The more specific we can be with the stretch the more likely they will be comfortable for you ... we are happy to take your money for a re stretch but its best for you to get it sorted the first time if possible.



# Misc

## **Dirty Footwear Policy**

All footwear for repairs must be in a clean and dry condition.

Due to sensitive and technical nature of our machinery we are unable to undertake repairs of dirty or wet footwear.

We can provide a cleaning and drying service at cost of \$44.90 - \$89.90 per pair.

**Drop Off Tally Charts**

<i>Customer with shoes in hand</i>				
	Yes	No	Yes	No
<b>Smile + password</b>				
<b>Make an Invoice</b>				
<b>Invoice repairs</b>				
<b>Look 4 other repairs</b>				
<b>Explain receipt</b>				

Date \_\_\_\_\_

PG4

Comments

Drop Off

<i>Customer with shoes in hand</i>				
	Yes	No	Yes	No
<b>Smile + password</b>				
<b>Make an Invoice</b>				
<b>Invoice repairs</b>				
<b>Look 4 other repairs</b>				
<b>Explain receipt</b>				

Drop Off

<i>Customer with shoes in hand</i>				
	Yes	No	Yes	No
<b>Smile + password</b>				
<b>Make an Invoice</b>				
<b>Invoice repairs</b>				
<b>Look 4 other repairs</b>				
<b>Explain receipt</b>				

Drop Off

<i>Customer with shoes in hand</i>				
	Yes	No	Yes	No
<b>Smile + password</b>				
<b>Make an Invoice</b>				
<b>Invoice repairs</b>				
<b>Look 4 other repairs</b>				
<b>Explain receipt</b>				

Drop Off

<i>Customer with shoes in hand</i>				
	Yes	No	Yes	No
<b>Smile + password</b>				
<b>Make an Invoice</b>				
<b>Invoice repairs</b>				
<b>Look 4 other repairs</b>				
<b>Explain receipt</b>				

Drop Off

<i>Customer with shoes in hand</i>				
	Yes	No	Yes	No
<b>Smile + password</b>				
<b>Make an Invoice</b>				
<b>Invoice repairs</b>				
<b>Look 4 other repairs</b>				
<b>Explain receipt</b>				

Drop Off

<i>Customer with shoes in hand</i>				
	Yes	No	Yes	No
<b>Smile + password</b>				
<b>Make an Invoice</b>				
<b>Invoice repairs</b>				
<b>Look 4 other repairs</b>				
<b>Explain receipt</b>				

Selling Shoecare

Polish

Do you have the shoes with you?

Yes. Select 2 closet polishes. Put a bit of each on side of boot out of sight. Make an invoice and sell the closet colour.

Laces

What length are they? And colour? Sure we have thick or thin.

Insoles

How much room do you have? Are they tight across the fronts?

Heaps of room. Poliyou.

Not much room. Pure leather.

I want cheap cheep like a budgie. Soft foam

Pure leather

These are a 38 ... I'll grab a 39 as well cos it's nice for them to be a snug fit ... there we go, how does that feel.