

# Start With End in Mind- Positive Communication With Shoppers

*Design Document by Gerri Tumblin*

<i>Business Purpose</i>	At Big Box Store USA, communicating effectively and positively is vital to the success of the store. Associates need to know how to demonstrate positive active listening skills to help them quickly find what they desire and mitigate stressful situations as much as possible. However, dealing with angry shoppers is inevitable. There are thousands of shoppers every week and they are all focused on one thing: finding the items they want and getting the deals they expect. Being prepared to handle situations that do arise with grace and professionalism is essential 100% of the time. With the upcoming holiday season upon us, it is important more than ever to have clear tactics and strategies in place to give customers the service they expect and to pacify their stress. This training will prepare associates with stronger communication skills.
<i>Target Audience</i>	Employees of Big Box Store USA
<i>Training Time</i>	1 hour
<i>Prerequisite</i>	This course is a blended learning experience, divided into 2 parts: Part 1: An asynchronous eLearning module to explain shoppers needs and priorities, list common causes for a shopper to become angry and, apply ways to stay calm in stressful in-person situations.
<i>Training Recommendation</i>	Part 2: This VILT is part 2 of the course, taken after the eLearning and presented live, synchronously over Zoom. This training is designed for participants to demonstrate and apply the knowledge they gained from the eLearning module further through real-time activities including polls, role playing, games, and collaborative notes. This will also give opportunities for discussion, review, and questions.
<i>Deliverables</i>	<ul style="list-style-type: none"> <li>• Power Point presentation</li> <li>• Facilitator Guide</li> <li>• Participation Guide</li> </ul>
<i>Learning Objectives</i>	By the end of this course, participants will be able to: <ul style="list-style-type: none"> <li>• Demonstrate effective, empathetic communication</li> <li>• Indicate best deescalating techniques to pivot the situation and mitigate anger</li> <li>• Give examples of positive ways to build strong relationships with shoppers</li> </ul>
<i>vILT Training Outline (part 2)</i>	1) Intro <ul style="list-style-type: none"> <li>• Welcome</li> <li>• Agenda</li> <li>• Ground Rules</li> <li>• eLearning Review</li> <li>• Learning Objectives</li> </ul> <u>Icebreaker Activity:</u> Slido word cloud: What makes you mad when you are shopping? Learners will log into Slido and input their answers. Word Cloud will be shared.  2) Effective Communication Strategies with Customers <ul style="list-style-type: none"> <li>-Active Listening</li> </ul>

*Handling Difficult Shoppers, Part 2*

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|  | <ul style="list-style-type: none"><li>• Define: What is active listening?</li><li>• Why is it important?</li><li>• Techniques to become a strong active listener</li><li>• <u>Activity</u>: Partner Game. Participants will partner up in breakout rooms and share stories with each other; the partner needs to reflect or paraphrase the story back for accurate understanding. Participants can add notes or questions to their participation guide.</li></ul> <p>-Empathy</p> <ul style="list-style-type: none"><li>• Define: what is being empathetic?</li><li>• <u>Activity</u>: Writing Reflection. Participants will be directed to the job aid to read about a difficult shopping scenario and then write a reflection expressing empathy to the situation. Participants will share out with the group as called on.</li></ul> <p>3) De-escalating Heated Situations</p> <ul style="list-style-type: none"><li>• Hearing Concerns and Offering Solutions: Why important?</li><li>• What do those solutions and options look like?</li><li>• <u>Activity</u>: Video Analysis: Participants will watch a brief video of a shopping interaction with an associate and shopper and drop comments in the chat about what they feel the employee did well or could have done better to diffuse the situation. They can transfer notes or questions to their job aid.</li><li>• When to Involve Supervisors: What are the various reasons?</li><li>• Activity: Spin The Wheel: Call the Supervisor? A wheel spins with a variety of real-life scenarios. Participants will decide whether a supervisor should be involved or not depending on the scenario presented by dropping a comment in the chat. Participants can add notes or questions to their job aid.</li></ul> <p>4) Building Positive Relationships</p> <ul style="list-style-type: none"><li>• Pivoting Negative into Positive: what does that sound like/look like? Share list.</li></ul> <p>5) Conclusion/Wrap Up</p> <ul style="list-style-type: none"><li>• Final team game: Family Feud-style game to identify best practices in the areas of effective communication, deescalating anger and fostering positivity. Participants are divided into two teams and work together to come up with a group of answers to three questions.</li><li>• Review LOs</li><li>• Q&amp;A time</li><li>• Congratulations and thank you</li></ul> |
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<i>Assessment</i>	Throughout Part 2 of the course, participants will not have a formal assessment but will demonstrate and apply their skills via activities that will show competency and comprehension like: polls, role playing/verbal reflection, reading and response, whiteboard collaboration, and games. By putting all of these types of activities in practice, it helps them apply new information to real-world situations and further promote comprehension and retention organically.
<i>Evaluation Plan</i>	Associates will be observed throughout the season to ensure they are putting these new practices to use in live situations during their shift. Reminders will be communicated as needed. Supervisors are encouraged to recognize associates for being “caught doing good” as situations are mitigated or diffused. Shoppers will be asked at checkout about their experience in the store that day as an overall gauge as well.