

Entrance

	Yes	No
Environment (Carré d'Or, garden,)	X	
Accessibility (Parking, geographic situation)	X	
Cleaning place	X	
Windows	X	
Recognizable identity	X	

Welcome

	Yes	No
Doorman : welcomed warmly	X	
Team presentation (staff was not recognizable)		X
Eye contact, appropriate body language		X
Offer help directly		X
Busy sellers	X	
Proactively assist you?		X

Browse

	Yes	No
Prices marked	X	
Products clearly displayed (accordance to the brand guidelines)	X	
Staff offer assistance if required? (But only after a moment)	X	
Eye contact	X	
Guided to a specific product area (no introduced to a colleague, didn't ask for what we are looking for)		X
Proximis (good distance)	X	
Pro-activity	X	

Re-engage / Approach

	Yes (Seller 1)	No (Seller 1)	Yes (Seller 2)	No (Seller 2)
Opening questions	X			X
Establish a connexion and build a positive rapport (taking consideration of all of us)		X	X	
Always use a positive language	X		X	
He demonstrates active contact and body language	X		X	

Presenting a product

	Yes (Seller 1)	No (Seller 1)	Yes (Seller 2)	No (Seller 2)
Recommandations matched to our needs?		X		X
3 options offered to facilited choices ?		X		X
Did the seller describe the product ?	X			X
Was the seller passionate? (Passionate by himself)	Х			Х
Confident and enthousiastic?	X		X	
Storytelling? (Share a story product)	X			X
Pro-activity	X			X



Experience the product

	Yes (Seller 1)	No (Seller 1)	Yes (Seller 2)	No (Seller 2)
Did the seller encourage to hold ? (Test the product)	X		X	
Propose to feel or try the product ?	X		X	
Escorted to a mirror ?		Х	X	
Recommended to additional items to complete the look?	X			X
Pro-activity	X		X	



Goodbye

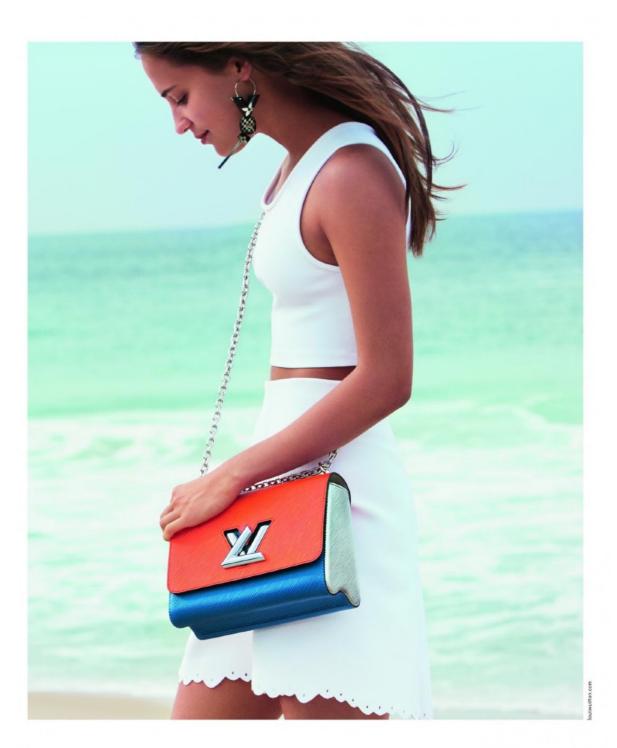
	Yes (Seller 2)	No (Seller 2)
Introduce his name? (Propose to contact him / Propose a reservation if unavailable in Geneva)	X	
Business card, proposed product reference	X	
Advice for our Monaco trip	X	
Was a goodbye personalized?	X	
All the staff member say goodbye and thank you for visiting?	X	
The doorman open the door for you?	X	

Behaviour

Perceptive: Verbal Para-verbal (tone voice) Non verbal	Pro-active	Passionate	Perseverant
 Adapt to our language Adapt to our humor/ironic tone Mirror effect 	 No powerful question Don't try to find the WHAT-HOW-WHY 	- Not very	 Give the business card Possibility to be deliver in an other store

Conclusion

- Iconic moment: Not really
- BUT we felt good when we left out to Louis Vuitton. WHY?
- Augmented the emotion and the trust —> mirror effect
- Reduce the risks —> logic low
- Just after the experience 9/10 but after analysis 7/10 —> Good JOB!

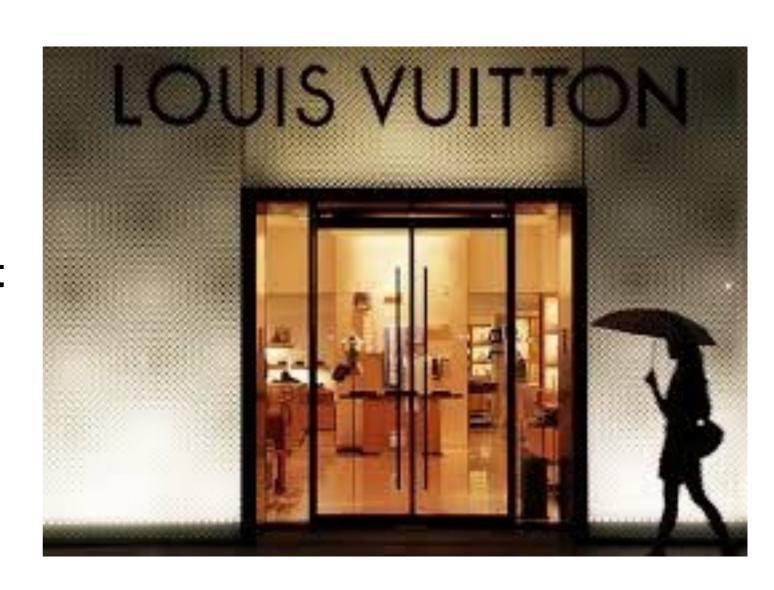


Values

• Emotional/Personal : (90%) Impulse purchase.

• Strategic: (5%) **Investment**

Financial: (5%)



Triggers

- Self-centered:
- Contract: NO
- Tangible: projection with the bag, « friends will can buy this one »
- Visual: wear the bag in front of a mirror

Sketch

Alexander McQueen



