EAST VILLAGE: Price Sandwich Technique

Last updated July 12, 2017
Curriculum: Soho Area
Theme: coach2

A Chameleon training module outline from

BI WORLDWIDE

n/a Home

Template Type

Popup Homepage

Media
Image



Media
Video



n/a Menu

T1 Stop 1: Overview

P1 LEARNING OBJECTIVES

P2 OVERVIEW: PRICE VERSUS VALUE

P3 WHY SHOULD WE FOCUS ON VALUE?

P4 KNOWLEDGE CHECK

T2 Stop 2: The Price Sandwich Technique

P1 OVERVIEW

P2 WHAT IS THE PRICE SANDWICH TECHNIQUE?

P3 A RETAIL EXAMPLE

P4 AN OUTLET EXAMPLE

P5 VARIATIONS ON THE TECHNIQUE

P6 A RETAIL EXAMPLE

P7 AN OUTLET EXAMPLE

P8 WHEN CAN YOU USE THIS TECHNIQUE?

P9 KNOWLEDGE CHECK

P10 KNOWLEDGE CHECK

P11 YOUR PERSPECTIVE

T3 Stop 3: Continuing the Conversation

P1 USING OPEN-ENDED QUESTIONS

P2 A RETAIL EXAMPLE

P3 KNOWLEDGE CHECK

P4 AN OUTLET EXAMPLE

P5 KNOWLEDGE CHECK

n/a Menu

P6 SUMMARY: THE PRICE SANDWICH TECHNIQUE

T4 Stop 4: Final Assessment

P1 FINAL ASSESSMENT OVERVIEW

P2 ASSESSMENT

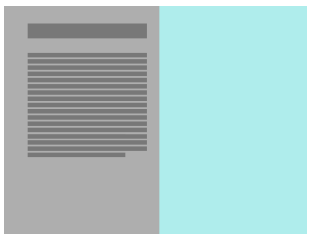
P3 SKILL DEMONSTRATION

P4 CONCLUSION

T1P1

Template Type

Half-Bleed Media



Stop 1: Overview

LEARNING OBJECTIVES

Roles assigned to T1P1

(none)

Help Prompt

(none)

T1P1 Text and Media

Template Type

Half-Bleed Media

Stop 1: Overview

LEARNING OBJECTIVES

Upon completion of your journey through this neighborhood, you will be able to:

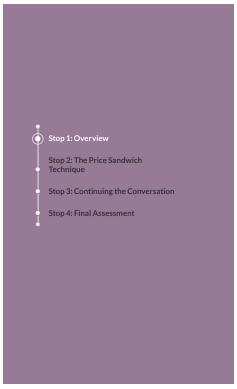
Use the Price Sandwich Technique to demonstrate the value of Coach products

Determine when and how to apply the Price Sandwich Technique

Continue the conversation with the customer after sharing the price

Media

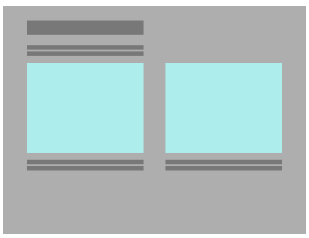
Image



T1P2

Template Type

2-Columns



Stop 1: Overview

OVERVIEW: PRICE VERSUS VALUE

Roles assigned to T1P2

(none)

Help Prompt

(none)

T1P2 Text and Media

Template Type
2-Columns

Stop 1: Overview

OVERVIEW: PRICE VERSUS VALUE

Review the definitions of price and value below. What is the difference?

T1P2 Interaction

Template Type

2-Columns

Stop 1: Overview

OVERVIEW: PRICE VERSUS VALUE

What is price?

- Price is the amount of money required to purchase something
- Price is a number; it can be written on a tag or published on a website

Media

Image



What is value?

- Value is the desirability of a good or service: what it is “worth” in the eyes of the customer
- Value is partly subjective—impacted by individual preferences, perception of benefits and social context

Media

Image



T1P3

Template Type

Flexible Column Layout



Stop 1: Overview

WHY SHOULD WE FOCUS ON VALUE?

Roles assigned to T1P3

(none)

Help Prompt

(none)

T1P3 Text and Media

Template Type

Flexible Column Layout

Stop 1: Overview

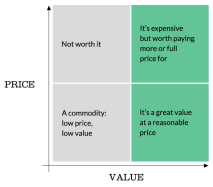
WHY SHOULD WE FOCUS ON VALUE?

Value is the desirability of a good or service—what it is “worth” in the eyes of the customer. Value is the reason customers find a product worth paying more or full price for. It is also central to the Coach brand. Our ability to provide luxury craftsmanship at a compelling value differentiates us from both traditional luxury and accessible luxury competitors.

Review the chart below and note how the perception of value impacts the perception of price.

Media

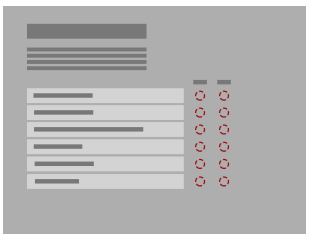
Image



T1P4

Template Type

True/False Grid



Stop 1: Overview

KNOWLEDGE CHECK

Roles assigned to T1P4

(none)

Help Prompt

(none)

T1P4 Text and Media

Template Type

True/False Grid

Stop 1: Overview

KNOWLEDGE CHECK

Review each statement below and indicate if it refers to “price” or “value.”

T1P4 Questions

Template Type
True/False Grid

Stop 1: Overview
KNOWLEDGE CHECK

Question 1
_____is the amount of money required to purchase something

Question Type
Multiple Choice

Correct Feedback
When you respond to a customer’s question about price with just the number, you focus their attention on the item’s cost—rather than its value.

Final Incorrect Feedback
When you respond to a customer’s question about price with just the number, you focus their attention on the item’s cost—rather than its value.

Question 1 - Answer 1
Price
[Correct Answer]

Question 1 - Answer 1 Initial Incorrect Feedback
Incorrect. Please try again.

Question 1 - Answer 2
Value
[Incorrect Answer]

Question 1 - Answer 2 Initial Incorrect Feedback
When you respond to a customer’s question about price with just the number, you focus their attention on the item’s cost—rather than its value.

T1P4 Questions continued

Template Type
True/False Grid

Question 2
_____is the desirability of a good or service

Question Type
Multiple Choice

Correct Feedback
Value is not just a price; it encompasses a range of attributes for which customers are willing to pay. At Coach, value is associated with functional attributes such as quality, versatility and functionality as well as emotional attributes such as brand image, craftsmanship and a personalized customer experience.

Final Incorrect Feedback
Value is not just a price; it encompasses a range of attributes for which customers are willing to pay. At Coach, value is associated with functional attributes such as quality, versatility and functionality as well as emotional attributes such as brand image, craftsmanship and a personalized customer experience.

Question 2 - Answer 1
Price
[Incorrect Answer]

Question 2 - Answer 1 Initial Incorrect Feedback
Value is not just a price; it encompasses a range of attributes for which customers are willing to pay. At Coach, value is associated with functional attributes such as quality, versatility and functionality as well as emotional attributes such as brand image, craftsmanship and a personalized customer experience.

Question 2 - Answer 2
Value
[Correct Answer]

Question 2 - Answer 2 Initial Incorrect Feedback
Incorrect. Please try again.

T1P4 Questions continued

Template Type
True/False Grid

Question 3
_____is impacted by individual preferences, perception of benefits and social context

Question Type
Multiple Choice

Correct Feedback
The concept of value is inherently emotional, tapping into a customer’s underlying needs, aspirations and motivations.

Final Incorrect Feedback
The concept of value is inherently emotional, tapping into a customer’s underlying needs, aspirations and motivations.

Question 3 - Answer 1
Price
[Incorrect Answer]

Question 3 - Answer 1 Initial Incorrect Feedback
The concept of value is inherently emotional, tapping into a customer’s underlying needs, aspirations and motivations.

Question 3 - Answer 2
Value
[Correct Answer]

Question 3 - Answer 2 Initial Incorrect Feedback
Incorrect. Please try again.

T1P4 Summary

Template Type
True/False Grid

Stop 1: Overview
KNOWLEDGE CHECK

Initial Summary - Pass

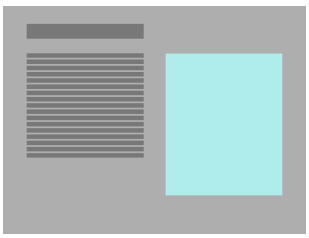
Now let’s review the Price Sandwich Technique.

Unscored Summary
Now let’s review the Price Sandwich Technique.

T2P1

Template Type

Single Media Right



Stop 2: The Price Sandwich Technique

OVERVIEW

Roles assigned to T2P1

(none)

Help Prompt

(none)

T2P1 Text and Media

Template Type

Single Media Right

Stop 2: The Price Sandwich Technique

OVERVIEW

Media
Image



How often are you asked,

“How much is this item?”

This is one of the questions customers ask most often. But when you respond only with the price of the item, what might be the customer’s perception or reaction?

- There may be an uncomfortable silence as the customer weighs options in her mind
- The customer may think, *“That’s a lot of money for such a bag…”* or *“That’s more than the [competitor] bag I am considering.”*
- First-time customers may think, *“Coach is really expensive. I can’t afford to shop here…”*

In this stop, you will learn how to use the Price Sandwich Technique to turn questions about price into opportunities to talk about the value of Coach products and to start a two-way conversation with the customer.

T2P2

Template Type

Link List Click-Tell



Stop 2: The Price Sandwich Technique

WHAT IS THE PRICE SANDWICH TECHNIQUE?

Roles assigned to T2P2

(none)

Help Prompt

(none)

T2P2 Text and Media

Template Type

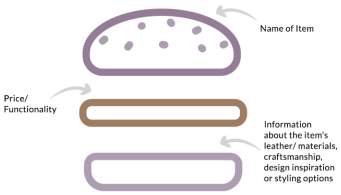
Link List Click-Tell

Stop 2: The Price Sandwich Technique

WHAT IS THE PRICE SANDWICH TECHNIQUE?

When answering a question about price, wrap or “sandwich“ the answer between the product’s name and the product’s details.

Media
Image



T2P2 Interaction

Template Type

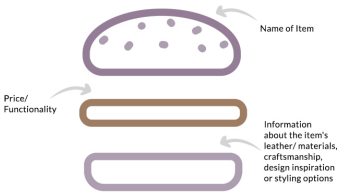
Link List Click-Tell

Stop 2: The Price Sandwich Technique

WHAT IS THE PRICE SANDWICH TECHNIQUE?

Overview:

Media
Image



Share:

1. The name of the item, then
2. The price, then
3. Information about the item's leather/materials, craftsmanship, design inspiration or styling options

Wrapping the price with value statements allows you to focus on the product's benefits and advantages and to put the price into context. When this is done effectively, the price becomes just one aspect of the item—rather than its main feature.

The Top: Name the Item

Media
Image



Introduce the product to the customer using its correct name.

"This is the Metropolitan Slim Brief."

The Middle: Share The Price

Media
Image

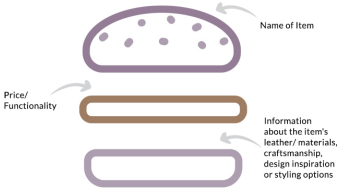


"It is $495."

In outlet, share the price as well as the promotion, highlighting the savings.

The Bottom: Romance The Product

Media
Image



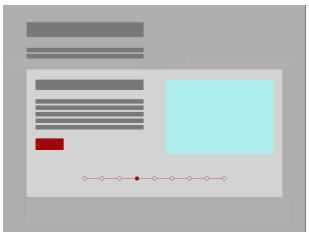
This step "sandwiches" the price with key product information such as leather/materials, craftsmanship, design inspiration or styling options. Use this statement to reinforce the value of the product and to inspire on the brand.

"It is crafted in our refined and durable Crossgrain Leather. Scratch-resistant and lightweight, it's the perfect work bag. Here, try it on..."

T2P3

Template Type

Text Progression Click-Tell



Stop 2: The Price Sandwich Technique

A RETAIL EXAMPLE

Roles assigned to T2P3

(none)

Help Prompt

(none)

Stop 2: The Price Sandwich Technique

A RETAIL EXAMPLE

Now that we have reviewed the Price Sandwich Technique, let’s look at an example using the Rogue.

T2P3 Interaction

Template Type

Text Progression
Click-Tell

Stop 2: The Price Sandwich Technique

A RETAIL EXAMPLE

1. NAME THE ITEM

Introduce the product to the customer using its correct name.

“This is the Whiplash Rivets Rogue.”

Media
Image



2. SHARE THE PRICE

“It is $1,200.”

Media
Image



3. SANDWICH THE PRICE

“Sandwich” the price with other key detail(s) such as leather/materials, craftsmanship, design inspiration or styling options.

“Each bag features a mix of gunmetal, antique brass and brushed nickel rivets that are applied by hand to give the bag an edgy yet feminine look. What do you think of it?”

Media
Image



PUT IT ALL TOGETHER

“This is the Whiplash Rivets Rogue. It is $1,200. Each bag features a mix of gunmetal, antique brass and brushed nickel rivets that are intricately applied by hand to give the bag an edgy yet feminine look. What do you think of it?”

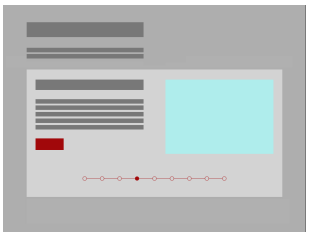
Media
Image



T2P4

Template Type

Text Progression Click-Tell



Stop 2: The Price Sandwich Technique

AN OUTLET EXAMPLE

Roles assigned to T2P4

(none)

Help Prompt

(none)

Stop 2: The Price Sandwich Technique

AN OUTLET EXAMPLE

Now let’s look at an Outlet example using the Harley Hobo.

T2P4 Interaction

Template Type

Text Progression
Click-Tell

Stop 2: The Price Sandwich Technique

AN OUTLET EXAMPLE

1. NAME THE ITEM

Introduce the product to the customer using its correct name.

“This is the Harley Hobo.”

Media
Image



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2. SHARE THE PRICE AND PROMOTION

"It is $425. At 50% off today, it is available at $213.”

Media
Image



---

3. SANDWICH THE PRICE

“Sandwich” the price with another key detail(s) such as leather/materials, craftsmanship, design inspiration or styling options.

“This bag is made from our Polished Pebble Leather which has a plump, soft hand and a beautiful drape. Here, try it on...”

Media
Image



---

4. PUT IT ALL TOGETHER

“This is the Harley Hobo. It is $xxx. It is made from our Polished Pebble Leather which has a plump, soft hand and a beautiful drape. Here, try it on...”

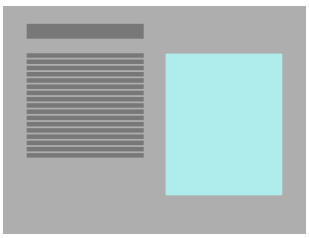
Media
Image



T2P5

Template Type

Single Media Right



Stop 2: The Price Sandwich Technique

VARIATIONS ON THE TECHNIQUE

Roles assigned to T2P5

(none)

Help Prompt

(none)

Stop 2: The Price Sandwich Technique

VARIATIONS ON THE TECHNIQUE

The sandwich technique is a versatile technique that can be adapted to address many more questions than just price—for example, questions about size, color or functionality. It is an easy way to turn a closed-ended question from a customer into an open-ended, two-way dialogue about the value of Coach products.

Here are some frequently asked questions where this technique can be useful:

- "Is this part of your new collection?"
- "Does this come in a bigger size?"
- "What other colors does this bag come in?"
- "Will this leather scratch easily?"

If you answer these questions with a simple, one word answer, you miss an opportunity to educate the customer about our products and to influence her desire to purchase.

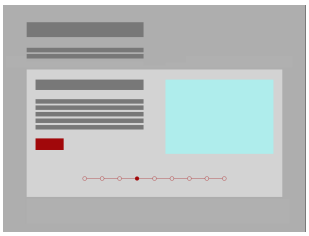
Media
Image



T2P6

Template Type

Text Progression Click-Tell



Stop 2: The Price Sandwich Technique

A RETAIL EXAMPLE

Roles assigned to T2P6

(none)

Help Prompt

(none)

Stop 2: The Price Sandwich Technique

A RETAIL EXAMPLE

Let’s look at a few variations of the Price Sandwich Technique for Retail.

T2P6 Interaction

Template Type

Text Progression
Click-Tell

Stop 2: The Price Sandwich Technique

A RETAIL EXAMPLE

A customer is looking at the Tea Rose Saddle Bag. After you greet her, she asks,

"Is this part of your new collection?"

How would you respond using the Price Sandwich Technique?

Media
Image



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1. Introduce the product using its correct name."

This is our Tea Rose Saddle Bag 23..."

2. Share the information the customer requested.

"...It is part of our latest Coach 1941 collection."

3. "Sandwich" the requested information with other key details such as leather/materials, craftsmanship, design inspiration or styling options.

"It was inspired by an archival Coach silhouette from the 1970s and features our signature leather tea roses. Each one is die-cut, embossed, edge-painted and riveted by hand."

Media
Image



You approach a customer who is looking at the Dinky. The customer picks up the Dinky and says,

"This leather is really nice, but I'm sure it will scratch easily."

How would you respond using the Price Sandwich Technique?

Media
Image



T2P6 Interaction continued

Template Type

Text Progression Click-Tell

1. Introduce the product using its correct name.

“You have discovered our Dinky bag.”

2. Share the information the customer requested.

“It’s made out of our heritage Glovetanned Leather which is buttery soft yet incredibly durable.”

3. “Sandwich” the requested information with other key details of the item such as leather/materials, craftsmanship, design inspiration or styling options.

“Glovetanned Leather wears beautifully, developing a rich patina over time. It’s perfect for the Dinky, a versatile bag that can be worn every day. Here, try it on...”

Media

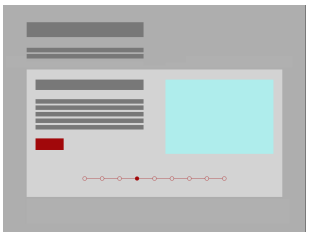
Image



T2P7

Template Type

Text Progression Click-Tell



Stop 2: The Price Sandwich Technique

AN OUTLET EXAMPLE

Roles assigned to T2P7

(none)

Help Prompt

(none)

Stop 2: The Price Sandwich Technique

AN OUTLET EXAMPLE

Now let’s look at a few variations of the Price Sandwich Technique for Outlet.

T2P7 Interaction

Template Type

Text Progression Click-Tell

Stop 2: The Price Sandwich Technique

AN OUTLET EXAMPLE

A customer tells you she is looking for a small, functional everyday bag and wants to know more about the Christie Carryall. As you introduce the bag, the customer asks:

“Does this come in a bigger size?”

How would you respond using the Price Sandwich Technique?

Media
Image



---

1. Introduce the product using its correct name.

"This is the Christie Carryall..."

2. Share the information the customer requested.

"It is available in three sizes..."

3. “Sandwich” the requested information with other key details such as leather/materials, craftsmanship, design inspiration or styling options.

"... and features a split interior, multiple compartments, and chain link hardware. What do you usually carry in your handbag?"

Media
Image



As you approach a customer, you notice she is looking at the Tyler Tote. You compliment the customer on her choice. She responds by asking,

"Does this bag come in other colors?”

How would you respond using the Price Sandwich Technique?

Media
Image



T2P7 Interaction continued

Template Type

Text Progression Click-Tell

1. Introduce the product using its correct name.

"This is the Tyler Tote..."

2. Share the information the customer requested.

"This Coated Canvas style of the bag comes only in our Signature C print. But our Pebble Leather versions of the bag come in a range of colors."

3. “Sandwich” the requested information with other key details of the item such as leather/materials, craftsmanship, design inspiration or styling options.

"Our Pebble Leather is the most supple of all Coach leathers and has a beautiful drape. Let me show you the options."

Media

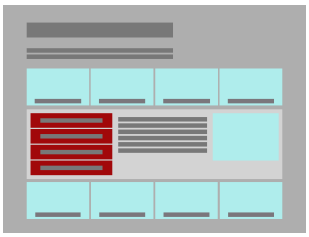
Image



T2P8

Template Type

Multi-Level Click-Tell



Stop 2: The Price Sandwich Technique

WHEN CAN YOU USE THIS TECHNIQUE?

Roles assigned to T2P8

(none)

Help Prompt

(none)

Stop 2: The Price Sandwich Technique

WHEN CAN YOU USE THIS TECHNIQUE?

The Price Sandwich Technique can be used at any time during the customer engagement and can be particularly effective when you have not yet had an opportunity to get to know the customer. Review the scenarios below to learn more.

Stop 2: The Price Sandwich Technique

WHEN CAN YOU USE THIS TECHNIQUE?

T2P8 Items

Template Type

Multi-Level Click-Tell

Stop 2: The Price Sandwich Technique

WHEN CAN YOU USE THIS TECHNIQUE?

Item 1

How to Use the Technique

Use the Price Sandwich Technique to address her question—and to begin a dialogue.

Categories

Item 2

Example

Associate:
“Welcome to Coach!”

Customer:
“Hi. How much is this shoe?”

Associate:
“This is the Coach Roccasin. It is $295. It’s a sneaker-moccasin hybrid embellished with suede fringe and studding to give it a rock-and-roll edge. Are you familiar with our shoes?”

Categories

Item 3

How to Use the Technique

A customer tells you that she is looking for a crossbody bag that will keep her hands free. You present bag options and the customer comments that she likes the Dinky, but that it might be too small for her everyday needs.

Categories

T2P8 Items continued

Template Type

Multi-Level Click-Tell

Item 4
Example

Customer:
”I like this bag, but it’s a little small for me. Does it come in a larger size?”

Associate:
“That’s the Dinky. It’s a great everyday bag and also comes in a larger size, the Dinky 24. It comes with a removable leather-and-chain strap and features an interior kisslock pocket. What do you usually carry in your bag?”

Categories

Item 5
How to Use the Technique

Use the Price Sandwich Technique to address her question and to reinforce the versatility of scarves in a way that is relevant to the customer.

Categories

Item 6
Example

Associate*:*
“This is our 1941 Leopard Shawl. It also comes in Natural and Red. Both of these colors would add a pop to your look, but are still very versatile. They would coordinate beautifully with the black Swagger you’re considering. Let me show you how each would look with your outfit...”

Categories

T2P9

Template Type

Drag Matching



Stop 2: The Price Sandwich Technique

KNOWLEDGE CHECK

Roles assigned to T2P9

(none)

Help Prompt

(none)

Template Type

Drag Matching

Stop 2: The Price Sandwich Technique

KNOWLEDGE CHECK

Drag the steps to create the right order of statements for an effective Price Sandwich Technique.

T2P9 Categories

Template Type
Drag Matching

Stop 2: The Price Sandwich Technique
KNOWLEDGE CHECK

Category 1
"It’s $350."

Category 2
"This version is in richly dyed Glovetanned leather with polished signature hardware. What do you think of it?"

Category 3
"This is the Coach Swagger Carryall."

T2P9 Items

Template Type
Drag Matching

Stop 2: The Price Sandwich Technique
KNOWLEDGE CHECK

Item 1
Step 1

Categories
"This is the Coach Swagger Carryall."

Feedback - Correct
Correct!

Feedback - Incorrect
Incorrect. Please try again.

Feedback - Final
We have placed this for you.

Item 2
Step 2

Categories
"It’s $350."

Feedback - Correct
Correct!

Feedback - Incorrect
Incorrect. Please try again.

Feedback - Final
We have placed this for you.

Item 3
Step 3

Categories
"This version is in richly dyed Glovetanned leather with polished signature hardware. What do you think of it?"

Feedback - Correct
Correct!

Feedback - Incorrect
Incorrect. Please try again.

Feedback - Final
We have placed this for you.

T2P9 Summary

Template Type

Drag Matching

Stop 2: The Price Sandwich Technique

KNOWLEDGE CHECK

Initial Summary - Pass

You'll have a chance to try another activity on the next screen.

Initial Summary - Fail

You'll have a chance to try another activity on the next screen.

T2P10

Template Type

Standard Quiz Engine



Stop 2: The Price Sandwich Technique

KNOWLEDGE CHECK

Roles assigned to T2P10

(none)

Help Prompt

(none)

T2P10 Questions

Template Type

Standard Quiz Engine

Stop 2: The Price Sandwich Technique

KNOWLEDGE CHECK

Question 1

Which of the following statements best completes the rest of the Price Sandwich Technique?

"This is the Saddle Bag. It is $350. _____."

Question Type

Multiple Choice

Correct Feedback

Correct!

Although you could use any of these statements to wrap the price, consider which statement adds the most value to the bag. Wrapping the price in information about its unique leather is a more impactful way to contextualize the price than simply sharing color options or your personal preferences.

Final Incorrect Feedback

Although you could use any of these statements to wrap the price, consider which statement adds the most value to the bag. Wrapping the price in information about its unique leather is a more impactful way to contextualize the price than simply sharing color options or your personal preferences.

Question 1 - Answer 1

"...It is available in a wide range of colors."

[Incorrect Answer]

Question 1 - Answer 1 Initial Incorrect Feedback

Incorrect.

Question 1 - Answer 2

"...It is one of my personal favorites, especially in the Saddle color."

[Incorrect Answer]

Question 1 - Answer 2 Initial Incorrect Feedback

Incorrect.

Questions continued

Template Type

Standard Quiz Engine

Question 1 - Answer 3

“…It is made out of our buttery soft, yet durable Glovetanned leather.”

[Correct Answer]

Question 1 - Answer 3 Initial Incorrect Feedback

Incorrect. Please try again.

Question 1 - Answer 4

All of the above

[Incorrect Answer]

Question 1 - Answer 4 Initial Incorrect Feedback

Incorrect.

T2P10 Summary

Template Type

Standard Quiz Engine

Stop 2: The Price Sandwich Technique

KNOWLEDGE CHECK

Initial Summary - Pass

You'll have a chance to try another activity on the next screen.

Initial Summary - Fail

You'll have a chance to try another activity on the next screen.

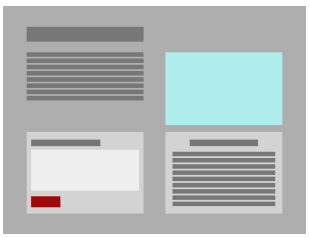
Unscored Summary

Now, let’s practice the Price Sandwich Technique using a product in your current floor set.

T2P11

Template Type

Text Reveal



Stop 2: The Price Sandwich Technique

YOUR PERSPECTIVE

Roles assigned to T2P11

(none)

Help Prompt

(none)

T2P11 Text and Media

Template Type
Text Reveal

Stop 2: The Price Sandwich Technique
YOUR PERSPECTIVE

Choose a bag from the sales floor.

Imagine you have just greeted a customer in the store when he/she points to the bag and asks: *“How much is this bag?”*

How would you respond using the Price Sandwich Technique?

Media
Image



Stop 2: The Price Sandwich Technique

YOUR PERSPECTIVE

Thank you for sharing your response.

- Did you introduce the product using its correct name?
- Did you share the price of the bag?
- Did you “sandwich” the price with information about the item’s leather/materials, craftsmanship, design inspiration and/or styling options?

Was it easy or challenging to use the Price Sandwich Technique in this scenario?

T3P1

Template Type

Flexible Column Layout



Stop 3: Continuing the Conversation

USING OPEN-ENDED QUESTIONS

Roles assigned to T3P1

(none)

Help Prompt

(none)

T3P1 Text and Media

Template Type

Flexible Column Layout

Stop 3: Continuing the Conversation

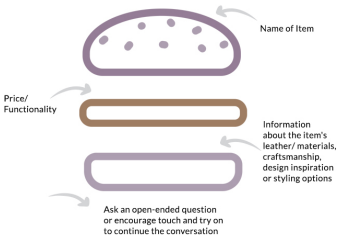
USING OPEN-ENDED QUESTIONS

Now that you have learned how to use the Price Sandwich technique, let’s look at how you can continue the conversation.

As with all selling techniques, the Price Sandwich Technique should be used as part of an interactive two-way dialogue.

After wrapping the price/functionality of an item, ask an open-ended question to keep the conversation flowing. Alternatively, encourage touch and try on and then ask an open-ended question (e.g., the customer’s opinion). This will help you get to know the customer and their needs—and better personalize the engagement.

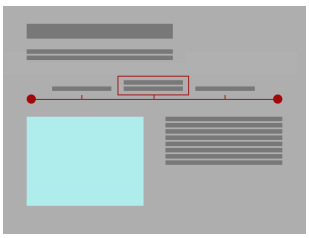
Media
Image



T3P2

Template Type

Horizontal Timeline



Stop 3: Continuing the Conversation

A RETAIL EXAMPLE

Roles assigned to T3P2

(none)

Help Prompt

(none)

Stop 3: Continuing the Conversation

A RETAIL EXAMPLE

Let’s look at an example from Retail. Review the scenario, then decide which open-ended questions to ask to continue the conversation when FUNCTIONALITY is the focus of a customer inquiry.

T3P2 Interaction

Template Type
Horizontal Timeline

Stop 3: Continuing the Conversation
A RETAIL EXAMPLE

SALES ASSOCIATE

"Good afternoon! Welcome to Coach. What brings you in today?"

Media
Image



CUSTOMER

"I'm looking for a gift for my mom. Her birthday is next week. Does this bag come in other colors?"

Media
Image



SALES ASSOCIATE

"You have great taste! This is the Coach Swagger Carryall. It is available in several different colors and sizes—showcased over here. The name "Swagger" was inspired by the bag's look and feel as well as an iconic Coach silhouette from the 1960s."

What question should the associate ask to continue the conversation?

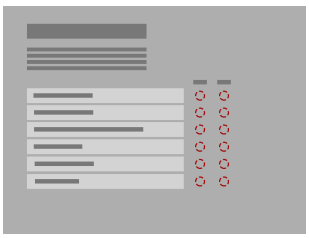
Media
Image



T3P3

Template Type

True/False Grid



Stop 3: Continuing the Conversation

KNOWLEDGE CHECK

Roles assigned to T3P3

(none)

Help Prompt

(none)

T3P3 Text and Media

Template Type
True/False Grid

Stop 3: Continuing the Conversation
KNOWLEDGE CHECK

Review each question below and indicate whether it would be an appropriate follow up question in the previous scenario.

T3P3 Questions

Template Type
True/False Grid

Stop 3: Continuing the Conversation
KNOWLEDGE CHECK

Question 1
“How old will your mom be on her birthday?”

Question Type
Multiple Choice

Correct Feedback
This question does not relate to the gift recipient’s, nor the customer’s, needs. Try a question that will help you further get to know the customer and her gift recipient.

Final Incorrect Feedback
This question does not relate to the gift recipient’s, nor the customer’s, needs. Try a question that will help you further get to know the customer and her gift recipient.

Question 1 - Answer 1
Yes
[Incorrect Answer]

Question 1 - Answer 1 Initial Incorrect Feedback
This question does not relate to the gift recipient’s, nor the customer’s, needs. Try a question that will help you further get to know the customer and her gift recipient.

Question 1 - Answer 2
No
[Correct Answer]

Question 1 - Answer 2 Initial Incorrect Feedback
When a customer asks about price and is only given a number, her attention is on the cost, and not on the value of the product.

T3P3 Questions continued

Template Type
True/False Grid

Question 2
“What’s your favorite color?”

Question Type
Multiple Choice

Correct Feedback
Asking the customer about her favorite colors can be an effective point of engagement. However, in this scenario, the customer is shopping for a gift. Focus on the gift recipient first and then introduce the gift giver to something for herself later on in the engagement.

Final Incorrect Feedback
Asking the customer about her favorite colors can be an effective point of engagement. However, in this scenario, the customer is shopping for a gift. Focus on the gift recipient first and then introduce the gift giver to something for herself later on in the engagement.

Question 2 - Answer 1
Yes
[Incorrect Answer]

Question 2 - Answer 1 Initial Incorrect Feedback
Asking the customer about her favorite colors can be an effective point of engagement. However, in this scenario, the customer is shopping for a gift. Focus on the gift recipient first and then introduce the gift giver to something for herself later on in the engagement.

Question 2 - Answer 2
No
[Correct Answer]

Question 2 - Answer 2 Initial Incorrect Feedback
Incorrect. Please try again.

Question 3
“This bag features our iconic turnlock. What do you think of it?”

Question Type
Multiple Choice

Correct Feedback
Asking a specific question about a design element is a terrific way to engage the customer and to tell the story behind a signature detail.

Final Incorrect Feedback
Asking a specific question about a design element is a terrific way to engage the customer and to tell the story behind a signature detail.

T3P3 Questions continued

Template Type
True/False Grid

Question 3 - Answer 1
Yes
[Correct Answer]

Question 3 - Answer 1 Initial Incorrect Feedback
Incorrect. Please try again.

Question 3 - Answer 2
No
[Incorrect Answer]

Question 3 - Answer 2 Initial Incorrect Feedback
Asking a specific question about a design element is a terrific way to engage the customer and to tell the story behind a signature detail.

Question 4
“What colors does your mom typically wear?”

Question Type
Multiple Choice

Correct Feedback
Asking open-ended questions about the gift recipient’s taste and color preferences will give you more information about the gift recipient—enabling you to provide more personalized product and styling recommendations.

Final Incorrect Feedback
Asking open-ended questions about the gift recipient’s taste and color preferences will give you more information about the gift recipient—enabling you to provide more personalized product and styling recommendations.

Question 4 - Answer 1
Yes
[Correct Answer]

Question 4 - Answer 1 Initial Incorrect Feedback
Incorrect. Please try again.

Question 4 - Answer 2
No
[Incorrect Answer]

Question 4 - Answer 2 Initial Incorrect Feedback
Asking open-ended questions about the gift recipient’s taste and color preferences will give you more information about the gift recipient—enabling you to provide more personalized product and styling recommendations.

T3P3 Questions continued

Template Type
True/False Grid

Question 5
“What is your budget?”

Question Type
Multiple Choice

Correct Feedback
If a customer inquires about the price of an item, it does not necessarily mean that price is their primary concern. Although you may be tempted to ask about the customer’s budget, focus on romancing the product and meeting the customer’s needs first.

Final Incorrect Feedback
If a customer inquires about the price of an item, it does not necessarily mean that price is their primary concern. Although you may be tempted to ask about the customer’s budget, focus on romancing the product and meeting the customer’s needs first.

Question 5 - Answer 1
Yes
[Incorrect Answer]

Question 5 - Answer 1 Initial Incorrect Feedback
If a customer inquires about the price of an item, it does not necessarily mean that price is their primary concern. Although you may be tempted to ask about the customer’s budget, focus on romancing the product and meeting the customer’s needs first.

Question 5 - Answer 2
No
[Correct Answer]

Question 5 - Answer 2 Initial Incorrect Feedback
Incorrect. Please try again.

T3P3 Summary

Template Type
True/False Grid

Stop 3: Continuing the Conversation
KNOWLEDGE CHECK

Initial Summary - Pass

Remember: Use open-ended questions to move the conversation further along—and to turn a close-ended response from the customer into an open, two-way dialogue.

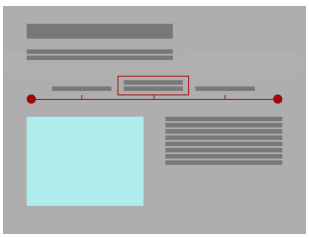
Unscored Summary

Remember: Use open-ended questions to move the conversation further along—and to turn a close-ended response from the customer into an open, two-way dialogue.

T3P4

Template Type

Horizontal Timeline



Stop 3: Continuing the Conversation

AN OUTLET EXAMPLE

Roles assigned to T3P4

(none)

Help Prompt

(none)

Stop 3: Continuing the Conversation

AN OUTLET EXAMPLE

Now, let’s look at an example from Outlet. Review the scenario, then decide which open-ended questions to ask to continue the conversation when PRICE is the focus of a customer inquiry.

T3P4 Interaction

Template Type
Horizontal Timeline

Stop 3: Continuing the Conversation
AN OUTLET EXAMPLE

SALES ASSOCIATE

"Good Morning! Welcome to Coach. Who are you shopping for today?"

Media
Image



CUSTOMER

"Hi. I'm shopping for myself. How much is this backpack?"

Media
Image



SALES ASSOCIATE

"This is the Henry Backpack. It is $695. It features a a unique mixed material fabrication of our smooth Sport Calf Leather with our lightweight and durable Coated Canvas—in a cool camouflage print.

What question should the associate now ask to continue the conversation?

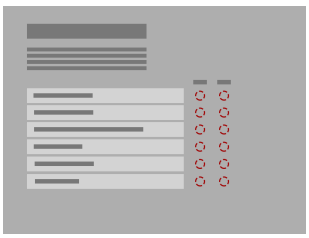
Media
Image



T3P5

Template Type

True/False Grid



Stop 3: Continuing the Conversation

KNOWLEDGE CHECK

Roles assigned to T3P5

(none)

Help Prompt

(none)

T3P5 Text and Media

Template Type

True/False Grid

Stop 3: Continuing the Conversation

KNOWLEDGE CHECK

Review each question below and indicate whether it would be an appropriate follow up question for the previous scenario.

T3P5 Questions

Template Type
True/False Grid

Stop 3: Continuing the Conversation
KNOWLEDGE CHECK

Question 1
“How do you plan to use this bag?”

Question Type
Multiple Choice

Correct Feedback
Understanding how the customer will use the bag will allow you to tailor your dialogue to his needs as well as to propose additional items that suit his lifestyle.

Final Incorrect Feedback
Understanding how the customer will use the bag will allow you to tailor your dialogue to his needs as well as to propose additional items that suit his lifestyle.

Question 1 - Answer 1
Yes
[Correct Answer]

Question 1 - Answer 1 Initial Incorrect Feedback
Understanding how the customer will use the bag will allow you to tailor your dialogue to his needs as well as propose additional items that suit his lifestyle.

Question 1 - Answer 2
No
[Incorrect Answer]

Question 1 - Answer 2 Initial Incorrect Feedback
Understanding how the customer will use the bag will allow you to tailor your dialogue to his needs as well as to propose additional items that suit his lifestyle.

T3P5 Questions continued

Template Type
True/False Grid

Question 2
“What is your budget?”

Question Type
Multiple Choice

Correct Feedback
If a customer inquires about the price of an item, it does not necessarily mean that price is their primary concern. Although you may be tempted to ask the customer’s budget, focus on romancing the product and meeting the customer’s needs first.

Final Incorrect Feedback
If a customer inquires about the price of an item, it does not necessarily mean that price is their primary concern. Although you may be tempted to ask the customer’s budget, focus on romancing the product and meeting the customer’s needs first.

Question 2 - Answer 1
Yes
[Incorrect Answer]

Question 2 - Answer 1 Initial Incorrect Feedback
If a customer inquires about the price of an item, it does not necessarily mean that price is their primary concern. Although you may be tempted to ask the customer’s budget, focus on romancing the product and meeting the customer’s needs first.

Question 2 - Answer 2
No
[Correct Answer]

Question 2 - Answer 2 Initial Incorrect Feedback
Incorrect. Please try again.

T3P5 Questions continued

Template Type
True/False Grid

Question 3
“What will you be carrying in this bag ?”

Question Type
Multiple Choice

Correct Feedback
Determining what the customer will carry in the bag will help you understand his needs—enabling you to highlight how the bag meets those needs or to suggest alternative options. Understanding needs will also help you suggest complementary products for staying organized (e.g., wallet, tech case, etc.).

Final Incorrect Feedback
Determining what the customer will carry in the bag will help you understand his needs—enabling you to highlight how the bag meets those needs or to suggest alternative options. Understanding needs will also help you suggest complementary products for staying organized (e.g., wallet, tech case, etc.).

Question 3 - Answer 1
Yes
[Correct Answer]

Question 3 - Answer 1 Initial Incorrect Feedback
Incorrect. Please try again.

Question 3 - Answer 2
No
[Incorrect Answer]

Question 3 - Answer 2 Initial Incorrect Feedback
Determining what the customer will carry in the bag will help you understand his needs—enabling you to highlight how the bag meets those needs or to suggest alternative options. Understanding needs will also help you suggest complementary products for staying organized (e.g., wallet, tech case, etc.).

Question 4
“Are you familiar with our backpacks?”

Question Type
Multiple Choice

Correct Feedback
Knowing whether the customer is familiar with Coach backpacks will help you personalize your dialogue and how you romance the product to the customer.

Final Incorrect Feedback
Knowing whether the customer is familiar with Coach backpacks will help you personalize your dialogue and how you romance the product to the customer.

T3P5 Questions continued

Template Type
True/False Grid

Question 4 - Answer 1
Yes
[Correct Answer]

Question 4 - Answer 1 Initial Incorrect Feedback
Incorrect. Please try again.

Question 4 - Answer 2
No
[Incorrect Answer]

Question 4 - Answer 2 Initial Incorrect Feedback
Knowing whether the customer is familiar with Coach backpacks will help you personalize your dialogue and how you romance the product to the customer.

Question 5
“What do you think of it?”

Question Type
Multiple Choice

Correct Feedback
Asking the customer’s opinion is an easy and effective go-to question for engaging your customer in two-way conversation.

Final Incorrect Feedback
Asking the customer’s opinion is an easy and effective go-to question for engaging your customer in two-way conversation.

Question 5 - Answer 1
Yes
[Correct Answer]

Question 5 - Answer 1 Initial Incorrect Feedback
Even if a customer asks the price of an item, it does not mean that price is the primary concern. Although you may be tempted to inquire about the customer’s budget, focus on romancing the product and meeting the customer’s needs first.

Question 5 - Answer 2
No
[Incorrect Answer]

Question 5 - Answer 2 Initial Incorrect Feedback
Asking the customer’s opinion is an easy and effective go-to question for engaging your customer in two-way conversation.

T3P5 Summary

Template Type
True/False Grid

Stop 3: Continuing the Conversation
KNOWLEDGE CHECK

Initial Summary - Pass
You'll have a chance to try another activity on the next screen.

Initial Summary - Fail
You'll have a chance to try another activity on the next screen.

Unscored Summary
Remember: The Price Sandwich Technique can be used with both price and functionality questions. Always use open-ended questions as part of the Price Sandwich Technique—to continue the two-way conversation and to better get to know the customer.

T3P6

Template Type

Flexible Column Layout



Stop 3: Continuing the Conversation

SUMMARY: THE PRICE SANDWICH TECHNIQUE

Roles assigned to T3P6

(none)

Help Prompt

(none)

T3P6 Text and Media

Template Type

Flexible Column Layout

Stop 3: Continuing the Conversation

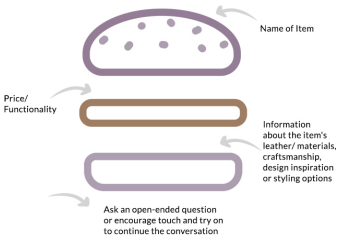
SUMMARY: THE PRICE SANDWICH TECHNIQUE

In this neighborhood, you learned about the Price Sandwich Technique and its variations, and how to use it to turn close-ended questions about price or functionality into open-ended, two-way conversations with customers about the value of our products.

Review the structure of the Price Sandwich Technique in the image on the right. Remember: after wrapping the price/functionality in additional information about the product, it is critical to ask an open-ended question or encourage touch and try on—to continue the conversation and to further get to know the customer.

The Price Sandwich Technique is a versatile technique that can be used with all product categories and throughout the hosting ceremony—from engaging customers to romancing product and handling objections. Practice this technique with each new product launch.

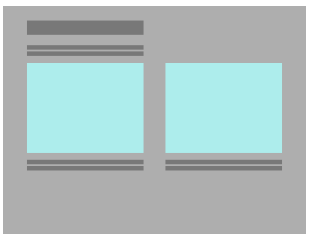
Media
Image



T4P1

Template Type

2-Columns



Stop 4: Final Assessment

FINAL ASSESSMENT OVERVIEW

Roles assigned to T4P1

(none)

Help Prompt

(none)

T4P1 Text and Media

Template Type

2-Columns

Stop 4: Final Assessment

FINAL ASSESSMENT OVERVIEW

The last stop in this neighborhood is your final assessment. If desired, use the All Stops button to go back and review any previous stops before continuing.

T4P1 Interaction

Template Type

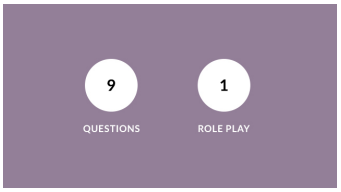
2-Columns

Stop 4: Final Assessment

FINAL ASSESSMENT OVERVIEW

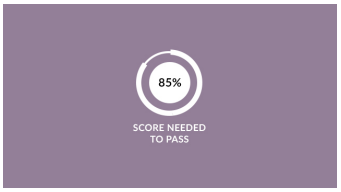
The first part of the assessment will be online.
Then, the second part will be offline with your manager.

Media
Image



Questions are limited to one try only, but you may retake the full assessment up to three times.

Media
Image



T4P2

Stop 4: Final Assessment

ASSESSMENT

Roles assigned to T4P2

(none)

Help Prompt

(none)

Template Type

Standard Quiz Engine



T4P2 Questions

Template Type

Standard Quiz Engine

Stop 4: Final Assessment

ASSESSMENT

Question 1

Which of the following statements are TRUE regarding price and value?

Select all that apply.

Question Type

Multiple Answer

Correct Feedback

Correct

Final Incorrect Feedback

Incorrect

Question 1 - Answer 1

Value is the amount of money required to purchase something
[Incorrect Answer]

Question 1 - Answer 1 Initial Incorrect Feedback

Incorrect. Please try again.

Question 1 - Answer 2

Value is impacted by individual preferences, perception of benefits and social context
[Correct Answer]

Question 1 - Answer 2 Initial Incorrect Feedback

Incorrect. Please try again.

Question 1 - Answer 3

Value is the desirability of a good or service: what it is “worth” in the eye of the customer
[Correct Answer]

Question 1 - Answer 3 Initial Incorrect Feedback

Incorrect. Please try again.

Question 1 - Answer 4

Price is the deciding factor in a customer’s purchasing decision
[Incorrect Answer]

Question 1 - Answer 4 Initial Incorrect Feedback

Incorrect. Please try again.

T4P2 Questions continued

Template Type
Standard Quiz Engine

Question 2
Why do we use the Price Sandwich Technique?

Question Type
Multiple Choice

Correct Feedback
Correct

Final Incorrect Feedback
Incorrect

Question 2 - Answer 1
To show the customer we value them
[Incorrect Answer]

Question 2 - Answer 1 Initial Incorrect Feedback
Incorrect. Please try again.

Question 2 - Answer 2
Because storytelling is important at Coach
[Incorrect Answer]

Question 2 - Answer 2 Initial Incorrect Feedback
Incorrect. Please try again.

Question 2 - Answer 3
To reinforce the value of Coach products and to engage the customer in two-way conversation
[Correct Answer]

Question 2 - Answer 3 Initial Incorrect Feedback
Incorrect. Please try again.

Question 2 - Answer 4
To get to know the customer
[Incorrect Answer]

Question 2 - Answer 4 Initial Incorrect Feedback
Incorrect. Please try again.

T4P2 Questions continued

Template Type
Standard Quiz Engine

Question 3
When can you use the Price Sandwich Technique?

Select all that apply.

Question Type
Multiple Answer

Correct Feedback
Correct

Final Incorrect Feedback
Incorrect

Question 3 - Answer 1
To answer a question about price
[Correct Answer]

Question 3 - Answer 1 Initial Incorrect Feedback
Incorrect. Please try again.

Question 3 - Answer 2
To answer a question about functionality
[Correct Answer]

Question 3 - Answer 2 Initial Incorrect Feedback
Incorrect. Please try again.

Question 3 - Answer 3
When romancing product
[Correct Answer]

Question 3 - Answer 3 Initial Incorrect Feedback
Incorrect. Please try again.

Question 3 - Answer 4
When welcoming customers
[Incorrect Answer]

Question 3 - Answer 4 Initial Incorrect Feedback
Incorrect. Please try again.

T4P2 Questions continued

Template Type
Standard Quiz Engine

Question 4
What are the three steps in the Price Sandwich Technique?

Question Type
Multiple Choice

Correct Feedback
Correct

Final Incorrect Feedback
Incorrect

Question 4 - Answer 1
Fact, Price, Value
[Incorrect Answer]

Question 4 - Answer 1 Initial Incorrect Feedback
Incorrect. Please try again.

Question 4 - Answer 2
Product Name, Price/Functionality, Design/Craftsmanship detail
[Correct Answer]

Question 4 - Answer 2 Initial Incorrect Feedback
Incorrect. Please try again.

Question 4 - Answer 3
Customer’s Name, Price, Value
[Incorrect Answer]

Question 4 - Answer 3 Initial Incorrect Feedback
Incorrect. Please try again.

Question 4 - Answer 4
Price/Functionality, Design/Craftsmanship detail, Bag Name
[Incorrect Answer]

Question 4 - Answer 4 Initial Incorrect Feedback
Incorrect. Please try again.

T4P2 Questions continued

Template Type
Standard Quiz Engine

Question 5
True or False:

The Price Sandwich Technique only works for leather goods.

Question Type
Multiple Choice

Correct Feedback
Correct

Final Incorrect Feedback
Incorrect

Question 5 - Answer 1
True
[Incorrect Answer]

Question 5 - Answer 1 Initial Incorrect Feedback
Incorrect. Please try again.

Question 5 - Answer 2
False
[Correct Answer]

Question 5 - Answer 2 Initial Incorrect Feedback
Incorrect. Please try again.

T4P2 Questions continued

Template Type

Standard Quiz Engine

Question 6

Fill in the blank:

After wrapping the price/functionality in additional information to romance the product, it is critical to _____ to continue the conversation and to further get to know the customer.

Question Type
Multiple Choice

Correct Feedback
Correct

Final Incorrect Feedback
Incorrect

Question 6 - Answer 1
Wait until the customer asks a question
[Incorrect Answer]

Question 6 - Answer 1 Initial Incorrect Feedback
Incorrect. Please try again.

Question 6 - Answer 2
Talk about the craftsmanship of the item
[Incorrect Answer]

Question 6 - Answer 2 Initial Incorrect Feedback
Incorrect. Please try again.

Question 6 - Answer 3
Ask closed-ended questions
[Incorrect Answer]

Question 6 - Answer 3 Initial Incorrect Feedback
Incorrect. Please try again.

Question 6 - Answer 4
Ask open-ended questions
[Correct Answer]

Question 6 - Answer 4 Initial Incorrect Feedback
Incorrect. Please try again.

T4P2 Questions continued

Template Type
Standard Quiz Engine

Question 7
Aside from the item’s design or craftsmanship details, what other topics can you include in the Price Sandwich “bottom bun”?

Question Type
Multiple Choice

Correct Feedback
Correct

Final Incorrect Feedback
Incorrect

Question 7 - Answer 1
Materials and leather knowledge
[Incorrect Answer]

Question 7 - Answer 1 Initial Incorrect Feedback
Incorrect. Please try again.

Question 7 - Answer 2
Coach codes and signature details
[Incorrect Answer]

Question 7 - Answer 2 Initial Incorrect Feedback
Incorrect. Please try again.

Question 7 - Answer 3
Styling tips
[Incorrect Answer]

Question 7 - Answer 3 Initial Incorrect Feedback
Incorrect. Please try again.

Question 7 - Answer 4
All of the above
[Correct Answer]

Question 7 - Answer 4 Initial Incorrect Feedback
Incorrect. Please try again.

T4P2 Questions continued

Template Type
Standard Quiz Engine

Question 8
You observe a colleague engaging a customer who is shopping for a wallet. The customer asks about the price of the wallet and your colleague responds by saying:

“This is the Accordion Zip Wallet. It is $225. It’s expandable design unzips to reveal a spacious interior complete with multiple card pockets, compartments and billfolds for thorough organization.”

What did the associate forget to do?

Question Type
Multiple Choice

Correct Feedback
Correct

Final Incorrect Feedback
Incorrect

Question 8 - Answer 1
Talk about leather and Coach codes
[Incorrect Answer]

Question 8 - Answer 1 Initial Incorrect Feedback
Incorrect. Please try again.

Question 8 - Answer 2
Talk about monogramming and leather services
[Incorrect Answer]

Question 8 - Answer 2 Initial Incorrect Feedback
Incorrect. Please try again.

Question 8 - Answer 3
Ask an open-ended question
[Correct Answer]

Question 8 - Answer 3 Initial Incorrect Feedback
Incorrect. Please try again.

Question 8 - Answer 4
Offer styling advice
[Incorrect Answer]

Question 8 - Answer 4 Initial Incorrect Feedback
Incorrect. Please try again.

T4P2 Questions continued

Template Type

Standard Quiz Engine

Question 9

You observe a colleague engaging a customer who is shopping for a bag. The customer asks the price of the bag and your colleague responds by saying:

“This is the Duffle Shoulder Bag. It is $550.”

Which of the following statements should the associate say next to best highlight the value of the bag?

Question Type
Multiple Choice

Correct Feedback
Correct

Final Incorrect Feedback
Incorrect

Question 9 - Answer 1
It was first introduced in 1971.
[Incorrect Answer]

Question 9 - Answer 1 Initial Incorrect Feedback
Incorrect. Please try again.

Question 9 - Answer 2
It’s a slouchy, understated bag in our beautifully supple Glovetanned Pebble Leather
[Correct Answer]

Question 9 - Answer 2 Initial Incorrect Feedback
Incorrect. Please try again.

Question 9 - Answer 3
It is available in four colors.
[Incorrect Answer]

Question 9 - Answer 3 Initial Incorrect Feedback
Incorrect. Please try again.

Question 9 - Answer 4
Each style has a contrasting lining.
[Incorrect Answer]

Question 9 - Answer 4 Initial Incorrect Feedback
Incorrect. Please try again.

T4P2 Questions continued

Template Type

Standard Quiz Engine

Question 9 - Answer 5

Do you want to try it on?
[Incorrect Answer]

Question 9 - Answer 5 Initial Incorrect Feedback

Incorrect. Please try again.

T4P2 Summary

Template Type

Standard Quiz Engine

Stop 4: Final Assessment

ASSESSMENT

Initial Summary - Pass

You passed the online portion of the assessment.

Click forward to proceed to the next portion of the assessment.

Initial Summary - Fail

You have not achieved the required score to move forward to the next portion of the assessment.

Please review the course content again before retaking this assessment.

Thank you!

T4P3

Template Type

Flexible Column Layout



Stop 4: Final Assessment

SKILL DEMONSTRATION

Roles assigned to T4P3

(none)

Help Prompt

(none)

T4P3 Text and Media

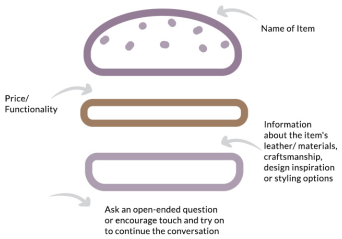
Template Type

Flexible Column Layout

Stop 4: Final Assessment

SKILL DEMONSTRATION

Media
Image



Demonstrate your ability to use the Price Sandwich Technique in three scenarios across bags, small leather goods and shoes. Role play with your manager.

Skill Demonstration (Three scenarios)

Your manager will choose a product from the floor from each of the three categories below. For each product, he/she will ask the question noted below. Address each question using the Price Sandwich Technique.

- Bag: "*Does this bag come in other colors?*"
- Small Leather Good: "*Is this leather?*"
- Shoes: "*How much do these shoes cost?*"

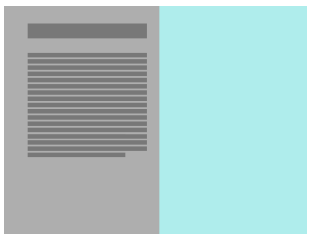
Your Goals

For each of the three scenarios, use the Price Sandwich Technique to answer the customer's question on price/functionality while romancing the product and engaging the customer in a two-way conversation.

T4P4

Template Type

Half-Bleed Media



Stop 4: Final Assessment

CONCLUSION

Roles assigned to T4P4

(none)

Help Prompt

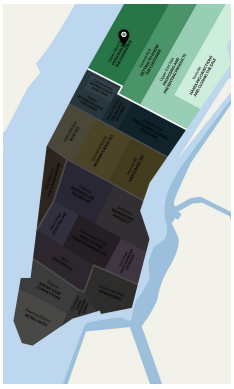
(none)

T4P4 Text and Media

Template Type
Half-Bleed Media

Stop 4: Final Assessment
CONCLUSION

Media
Image



Congratulations!
You have completed your East Village visit.

Over the next weeks, practice using the Price Sandwich Technique during downtime and with customers. After each customer engagement, ask yourself:

- Did you introduce the product using the correct name?
- Did you share the requested information on price or functionality?
- Did you “sandwich” the price with information on the product’s leather/materials, craftsmanship, design inspiration or styling options?
- Did you ask an open-ended question to continue the conversation?

Return to this neighborhood and refer to the New York City Guide to reinforce your knowledge.

Your next neighborhood will be the Upper West Side: Personalizing the Experience.

Click on the ‘x’ to close the browser window and exit the course.