

# GAME - Xcite

## Xciting retail staff to boost sales

### Client Issue

GAME Stores Group Limited is a specialist European retailer of PC and video games, video consoles and related accessories. The Group operates from 800 stores, concessions and franchises in nine territories in Europe and Australia.

Well known for its customer friendly policies, the UK operation of GAME was also keen to boost store sales by improving the selling skills of the retail staff.

GAME 's specific objective was to improve in-store conversion rates and customer satisfaction scores across the retail estate.

### Solution

The Xcite learning programme was devised to embed core sales skills into the store staff. It initially ran as a pilot across 17 GAME stores to test and prove its effectiveness.

Prior to in-store activity, the Store Managers themselves took part in 'train the trainer' sessions to inspire them to own and drive the programme forward.

The key elements of the Xcite programme were:

#### X - **X factor** :

bringing your personality to the role

#### C - **connect** :

approach and acknowledge the customer

#### I - **invite** :

ask powerful questions to establish needs

#### T - **talk up** :

recommend products and offer well considered add-ons

#### E - **end** :

close the sale and invite the customer back

Each staff member received a card onto which they marked themselves on the different elements. They also noted down real case scenarios where they put every element into practise, recognising their improvement over time.

Supported by excellent creative and DVD production, the programme launched over a period of three weeks, encouraging retail staff to think about all aspects of the sales process.

**Week 1** - introduced the key elements of Xcite via an interactive and engaging DVD. The contents included in-store scenarios where the service received was scored in a gaming style by the user who could select from an array of customer profiles.

**Week 2** - was a chance to practise the elements in-store. Managers were armed with coaching cards to encourage technique improvements.

**Week 3** - saw group sessions being held for all team members to share experiences, complete challenge card activities designed to put into practise the skills learnt and reflect as a group on how the programme had been effective.

### Result

The pilot demonstrated improved conversion rates of around 6%. On this basis, Xcite was rolled out to the entire GAME estate during 2008.




*Silver award for Effective Communication at the International Visual Communication Awards, 2008*