



AT&T BEST PRACTICES

*Review the items below to build retailer relationships
and help enhance the customer experience*

STEPS FOR SUCCESS

- ✓ Set up area and discard outdated materials
- ✓ Eat or drink only in approved food areas
- ✓ Identify team leads in the area
- ✓ Become familiar with store management
- ✓ Stay in approved areas to engage guests
- ✓ Stay positive with guests
- ✓ Answer guest questions kindly and patiently
- ✓ Warm-handoff guests to Target team members
- ✓ Recommend accessories with every phone sale
- ✓ Notify Target team members of breaks and lunches
- ✓ Clearly communicate pricing, fees, and promotions
- ✓ Clean up area at the end of the day



POTENTIAL PITFALLS

- ✗ Eat or drink while on the floor
- ✗ Hand out freebies to guests
- ✗ Argue with guests
- ✗ Create physical or emotional confrontations
- ✗ Answer questions in a rude or demeaning way
- ✗ Tell guests you can't help them
- ✗ Leave without alerting a team member
- ✗ Recommend guests wait to buy accessories
- ✗ Fail to communicate sales hours
- ✗ Say AT&T stores can fix misquotes, waive fees, or apply promos
- ✗ Leave sales area untidy and messy

