

OPENCLASSROOMS

Areas for improvement:

Lack of active listening : Robin does not show enough interest in the customer's preferences. For example, when the customer mentions that they prefer navy blue, Robin should ask questions to explore this preference further instead of making a general statement about black.

General tone of the conversation : Robin's phrasing can sometimes seem casual. Using more formal vocabulary could help the client feel more reassured.

Vague answers : Robin's answers are often unengaging and lack detail. For example, when he says "accessories depend on taste," this doesn't help the customer make an informed choice.

Lack of proactive recommendation : Robin could have suggested specific shoe care products instead of leaving it up to the customer to decide if they needed them. This demonstrates a lack of proactivity and can give the impression that Robin is not invested in the sale.

Demonstrating expertise : When the client asks if maintenance is necessary, Robin should share information about the importance of using cleaning products, instead of saying he doesn't personally use them. This could undermine the client's confidence.

Closing the sale : The exchange ends rather abruptly. Robin doesn't offer to finalize the sale. Instead of asking if the customer wants to purchase the items discussed, he leaves the customer in suspense, and it's ultimately the customer's interpretation that leads him to conclude he's made a sale. It's impossible to know for sure whether the customer actually bought the items or not. Robin does not encourage him to act and does not make any attempt to understand why the customer does not place an order immediately, which would have helped to maintain the customer relationship.

Example of a more suitable conversation:

Client : Hello! I'm looking for an outfit for a special event, but I'm not sure what to choose. Can you help me?

Robin : Hello! Of course, that's what I'm here for. To begin, could you tell me what type of event it is, and what kind of atmosphere you'd like to create?

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Client : It's an evening wedding. I want something elegant but not too formal. I was thinking of a suit, but I'm hesitating between several colors.

Robin : Excellent choice! For an evening wedding, a smart suit is perfect. Do you already have a color in mind that you would like to wear? For example, navy blue is very trendy and versatile, while grey can also add an elegant touch.

Client : I like the idea of navy blue, but I'm hesitating between that and grey. Do you have any suggestions for accessories?

Robin : Absolutely! With a navy suit, I recommend a white shirt for a stylish contrast. For accessories, a pastel-colored tie or bow tie would work very well. If you choose gray, a dark blue or black tie would add character to your look.

Customer : That's a good idea. I think I'll go with the navy suit then. Do you have any shoe options that would go with it?

Robin : Yes, for a navy suit, brown or black leather shoes would be ideal. Brown shoes add a more casual touch, while black ones add a more formal feel. Do you have a preference for the style of shoes?

Customer : I prefer a slightly more relaxed style, so I'll choose the brown ones.

Robin : Excellent choice! And if I may, I also recommend bringing a shoe care product, such as polish or waterproofing spray. This will help keep your shoes in good condition and protect them during the event.

Customer : That's true, I hadn't thought of that. Do you have any advice?

Robin : Yes, we have an excellent waterproofing spray that's easy to apply and very effective. It protects against stains and water, while maintaining the appearance of your shoes.

Customer : Perfect, I'll take the spray too then. You've been really helpful, thank you!

Robin : With pleasure! I'm delighted to have helped you. Would you like us to look at the different models and available sizes together?

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Client : That's kind, but I'll look on my end; now that I have an idea of the style, it will allow me to choose.

Robin : Great. If you need any further advice or help with your order, please don't hesitate to contact me. And remember to log in to the app to place your order; I saw that with your loyalty points you can get a €5 discount and free delivery.

Customer : Great, thank you very much, I hadn't seen it! I'll take care of the order at the end of the day.

Robin : Perfect, have a great day, and enjoy the wedding!

Customer : Thank you, have a good day too, and see you very soon.