



# La Pausa Consulting

## *Employee Downtime Checklist*

**Goal: Maximize productivity during downtime and improve customer outreach efforts**

### **Daily Downtime Activities**

#### **1. Product Knowledge:**

- Review and memorize product details.
- Prepare talking points for new arrivals or featured items.

#### **2. Store Organization:**

- Reorganize shelves and displays.
- Ensure all products are clean and in good condition.

#### **3. Visual Merchandising:**

- Create eye-catching window displays.
- Rotate products to keep the store looking fresh.

#### **4. Inventory Management:**

- Conduct spot checks on inventory.
- Report any discrepancies or low stock items.

#### **5. Customer Follow-Up:**

- Contact customers who have made recent purchases to thank them.
- Follow up on any customer inquiries or issues.
- Write Thank you notes for the previous months sales for anyone who spends over X amount of money. Hand written on branded stationary.

### **Customer Outreach**

#### **1. Segment Customers Using Shopify:**

- Identify customers who have purchased over a specific amount.
- Create targeted outreach lists in the CRM. (Reach out to the La Pausa Consulting team to set up a CRM for you) (Basically creating a little black book for each employee.)
- If you don't have a CRM, you can split this up into excels for Sales associates, but it does become a bit confusing, manual and not able to track easily if you want to know your team's activity.

#### **2. CRM Utilization:**

- Update customer information regularly.
- Track customer interactions and preferences.
- Make notes about upcoming events / gatherings they might need to shop for and reminders to circle back to them in that time frame! (Add tasks in your CRM)

### **3. Email and Call Campaigns:**

- Send personalized emails promoting upcoming events or sales.
- Call VIP customers to invite them to exclusive events.

### **4. Google Sheets Collaboration:**

- Share a Google Sheet with the team to brainstorm networking group ideas.
- List women's groups, local organizations, and potential event partners.

### **5. Networking and Event Planning:**

- Identify main points of contact for networking groups.
- Reach out to propose hosting events such as sip and shops or trunk shows.
- Assign one Sales associate to be the dedicated team member in charge of this connection, follow up, and follow through. Keeping the manager cc'd of course for visibility and approvals.

### **6. Event Hosting:**

- Plan and organize in-store events to drive traffic.
- Create invitations and promote the events through social media and email.
- Focus on women's groups that already tend to gather, so everyone can kill multiple birds with one stone. They see friends, they shop, possibly have a speaker / education component, and bonus if there is a charity donation possibly involved as well!

### **Daily Checklist for Sales Associates**

- Opening Duties
- Review product details and talking points.
- Organize shelves and clean products.
- Update visual displays and rotate merchandise.
- Conduct inventory spot checks and report any issues.
- Follow up with recent customers.
- Update CRM with customer interactions.
- Contact VIP customers for upcoming events.
- Add new networking group ideas to Google Sheets.
- Plan and promote in-store events.
- Closing Duties

**\*\*Keep this checklist at the front desk to ensure all sales associates know how to stay productive and engaged. No time should be wasted.**