Store Tour



EAE Learning objectives for this lesson

Learn expressions to help you to show someone around your store. Learn and practice using intonation and stress to clarify what you are saying. Practice explaining your work.

Activity One: Ask and answer with your teacher..

1. Do you ever have to show a manager or visitor from your head office around your store?
2. What kind of things do you have to point out?
3. Do you have to speak English during your store tour?
4. Which department do you work in?
5. What kind of areas do you need to point out?



Activity Two: **Explain**…

Here are some expressions you can use to introduce an explanation.

First of all, Let me explain, secondly, finally, Basically, Essentially, Ultimately, In fact, As a matter of fact, All in all,

Now explain to your teacher what the following words or expression mean in your job:

Back off, Open the Wallet, Podium, Hot Spot, Add on, Value for money, Launch, Home setting, Show room, Entrance, Room setting, Market Hall.

Activity Three: **Useful expressions.** Read and repeat…

Here you can see..
We aimed to..
Our aim is to…
It's essential to..
We chose to emphasize..
Are choices are based on…
It's a priority to..
We cater for…
Our strategy is to..
We take into account..
We focus on…
We have highlighted..
We have paid particular attention to…
The focus is on…
We made this choice because…
We have made big changes in this area…
Now we are entering…

Activity Four: Highlight with your voice..

Using intonation and pitch to clarify your meaning will really help you to sound more convincing and sure of your message on a store tour. Read the information:

Intonation and Pitch.

In English speech there is a combination of stressed (strong) and unstressed (weak) syllables.

- It was the **best** table for them to **buy**.

The syllable which is stressed the most is called the nuclear syllable.

- It was the best table for them to buy. (Buy is the nuclear syllable.)

The nuclear syllable carries the main focus of information. It also carries any new information.

- We looked at the **wooden** table. (Hatchback is new information.)
- The wooden table was **old**. (wooden is given information. Old is new information.)

The nuclear syllable sounds louder than the other stressed syllables. It also has a change of pitch.



The two most common pitch movements are:
rising pitch yés
falling pitch yès

Compare these replies:

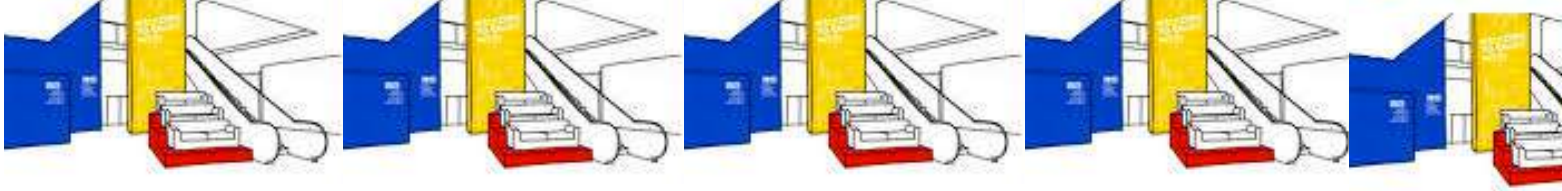
- Q: When would it suit you to come to the store?
  A: Nów? (The intonation expresses a question: would it be OK if I came now?)
- Q: When would it suit you to come?
  A: Nòw. (The intonation expresses a statement: I'll come now.)

A falling tone is used to show completeness. A rising tone can indicate incompleteness.
A falling tone is normally used when a person is about to stop talking.

If they finish the tone group with a rising tone, we are likely to understand that they wish to continue speaking and are seeking feedback, by word or gesture.

A falling tone is used at the end of a list to show that the list is complete.

- Would you like tea / coffee / fruit juice / or lemonade / (That's all I'm offering.)
- Would you like tea / coffee / fruit juice / lemonade / (There might be other drinks as well that I haven't named.)



Activity Five. Example store tour.
Read the example sentences and try to use intonation and stress, repeat some sentences after your teacher to see if you can show which words are most important.

The car Park:
In the car park we aim to communicate about the current commercial activity. We use big boards, the focus is on low price and best sellers. We use double sided boards, which are visible from the road and also several in the car park and entrance. Eighty percent of customers park underground so that is high visibility for our communication. We also use activity related communication at the entrance to the store.

The Entrance.
We have made big changes to this area. We aim to inspire customers from the second they come through the door. Here you can see that we want to make a big statement about low price.We made this choice because in the current economic environment it's essential to focus on low price items in the entrance. We have also chosen to emphasize the warm welcome with comfortable waiting areas. We have four in total. We have a highly visible special offer in the entrance, which we try to change every day.

Showroom.
Here you can see the first five room settings of the showroom. With these room settings we aim to show the variety of styles on offer and reflect the different lifestyles, which we cater for. Our choices for room settings are based on a detailed analysis of the local market. It's a big priority for us to represent the local population correctly. We spend a lot of time on surveys and analysis in this aim. I use Brand Capital, population statistics for revenue analysis by social category and also property and rental values in the area. In our showroom there is really something for everyone in our local population.

We take market research very seriously and all of our room settings cater for some aspect of the local market. Furthermore the local population is proportionally represented in our choices. Our settings are well researched and we aim to hit hard early in the visit with a visual statement.

Inside the rooms settings we have chooses to focus on specific storage points with stickers 'ouvrez et découvrez'. Each room setting is studied and designed according to a precise economic profile based on the local market. Average revenues are then taken into account to calculate a realistic budget for the equipment and accessorizing of each area.

Home setting.
We made the decision to add an extra 'home' setting which displays a 40 square meter apartment. This gives us a great opportunity to emphasize leadership business and to show bedroom and bathroom settings at the

start of the store visit. In the home settings we focus particularly on storage possibilities and small space living.



Launch area.
Now we are entering our launch area, which we use for the launch of new products and to communicate on a new series.

Value for money.

We use low price but not lowest price items in our value for money room setting. We want to offer a competitive setting early in the store visit. This setting is calculated to be significantly cheaper than our closest competitor. (On average 20 percent).

Add Ons
We prioritize add on sales and intend to increase the displays. Add on sales in the show room have enabled us to increase accessories turnover by five percent.



Hot Spots

Our strategy is to use each layout hotspot for an important message; lowest price, low price, inspiration, storage solutions or good price good design. This is one way in which we support our low price strategy.

Podiums

We use podiums throughout the showroom to highlight the current commercial activity. We use the grey banners to communicate repeatedly about the guarantee. We pay attention to the proportion and variety of low price and designer items on display to be sure of a visual mix.

Back Off
We use juxtaposition in order to attract visitors to the middle of the range items, which we want to sell. We display the low end product on a pallet next to a slightly more expensive and more attractive item. This protects us from the competition price-wise.

Activity Six: **Virtual Tour** - Using the expressions from activities two and three, imagine you are showing your teacher around each area of the store where you have implemented strategy.



Explain your strategy, your choices, comment on some results and outline some plans for the future for each area.



