



During and After the Special Event

LESSON OBJECTIVE: To help employees understand how they can be of service during and after a special event or sales promotion.

ESTIMATED COMPLETION TIME: 3 minutes for the video. Use the "Additional Discussion" section for a longer lesson.

HOW TO USE: One of the best times to use this lesson is during the planning phase of a special event. To use the lesson, view the video. If you wish to spend additional time on the topic, use the discussion guide below.

ADDITIONAL DISCUSSION:

- This video is a good way to start a discussion about any upcoming events or sales promotions at your store. What will be the role of each employee during the event? What will be the role of each employee after the event to help restore the store to normal?
- Review product knowledge on key items that will be on sale during the event. Also discuss those add-on sales that employees should try to sell with those items.
- Communication is an important part of making an event successful. It's a good idea after the event is over to get feedback from all employees. Reinforce this and set a time after the event to discuss this feedback.

ADDITIONAL TRAINING: Watch the previous lesson, "Getting Ready for a Special Event," available free on www.yournhpa.org/FreeTraining. For a basic rundown of how to plan and execute any event, visit TheRedT.com/EventGuide to print out an event planning checklist.