

The Ultime Guide to selling Kodes chains successfully

💬 Recommend Chains in Every Dispensing

- ✓ When discussing frame colours or styles, suggest a matching chain.
- ✓ Highlight practical benefits: keeps glasses secure, prevents loss, adds a stylish touch, doubles up as NECKLACE.
- ✓ Position chains as an essential add-on – just like a cleaning kit or case.
- ✓ When handing over a new pair of glasses, ask:
 - 💬 “Would you like a chain to match?”
 - 💬 “Do you often misplace your glasses? Here’s a chain...”

🛍️ Create Eye-Catching Displays

- ✓ Mix & Match: display chains with new or popular frames to showcase pairings.
- ✓ Shelf Placement: Hang chains with frames on shelves so customers see them together naturally.

👁️ Keep Displays Fresh

- ✓ Rotate chains stock placement regularly to keep customers engaged.
- ✓ Update featured colours to match seasonal trends or new frame collections.

🕶️ Staff Wearing Chains = More Sales!

- ✓ Encourage team members to wear chains daily – they spark natural conversations and customers often want to buy what you are wearing!
- ✓ Make sure staff know the key selling points so they can confidently recommend them.

