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Associate Selling Tip

**When a Customer selects a backpack,
introduce one or two coordinating
accessories to help them create a
complete solution.**

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Associate Selling Tip

**Highlight versatility, storage features
and products that transition
easily from work to
personal use.**

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Associate Selling Tip

**Ask discovery questions such as,
“Who are you shopping for today?”,
“What does a typical day look like?”
“Are you looking for organization,
travel, or everyday use?”**

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Associate Selling Tip

**Focus on convenience,
organization, and products
that help simplify everyday life.**

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Associate Selling Tip

Share what's new with customers, and let them appreciate guidance when exploring a new collection. This helps draw attention to fresh product and seasonal assortment.

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Associate Selling Tip

When a student is shopping, ask about their schedule, extracurriculars, or commute to help identify products that fit their routine.