



**LIVE 1-2-1 VIDEO
SHOPPING
TEMPLATE THAT
BOOSTS SALES**

VIDEO SHOPPING TEMPLATE INTRODUCTION

Live 1-2-1 video shopping merges the convenience of online shopping with the personalisation of in-store retail, resulting in a unique and innovative shopping experience. During a live video call, the customer can interact with the brand ambassador one-on-one, receiving expert advice, recommendations, as well as making purchasing decisions in real-time. By replicating the in-store experience, this has proven to be remarkably effective for brands and retailers in boosting sales, improving customer satisfaction, and differentiating themselves from the competition.

Below, we have created a live 1-2-1 video shopping template that is guaranteed to boost sales for your DTC brand.

One-to-one

One-to-one live video shopping differs greatly from a one-to-many livestream, as it offers a more intimate experience between you and the customer. It replicates an in-store shopping experience where you can tailor the stream based on the customer needs. Instead of a script as such, we have some pointers that you can follow to match the customer's dialogue.



ONE TO ONE

VIDEO SHOPPING TEMPLATE BEGINNING

[Address your customer from the start]

Hello, welcome to [company], my name is [your name], how can I assist you today?

Take the customer's lead here. They may either want to learn more about the connected vide commerce platform you are using, or go straight into their enquiry.

Should they ask more about the platform, you can guide the conversation with phrases such as:

- You are currently viewing [item], is that correct?
- Would you like to take a look at the product imagery a bit more?
- Would you like me to add it to the basket for you? Our virtual shared basket allows both of us to add products and take them away. It is completely tailored to you.

Should they go straight into the enquiry, you can frame the conversation with phrases such as:

- How can I help you today?
- Would you like me to explain the benefits of [product name]
- So how [product name] works is that it...

If they are new to your products, ask them if they want an explanation of how they work. Otherwise, if they are repeat customers, recommend updated models and ask how they are finding the current product.

VIDEO SHOPPING TEMPLATE MIDDLE

It's now time to make relevant suggestions. Within any retail environment, the main focus is achieving KPI's, which could include a certain average order value or conversion rate.

[Address previous products]

I can see that you're interested in [initial product]. What many other people buy alongside this is [complementary product] because [recommended product benefit].

Could I also suggest [complementary product]? What I love about this is [benefits of suggested product].



VIDEO SHOPPING TEMPLATE MIDDLE



To avoid looking like a pushy salesperson, you can use phrases such as:

- Are you looking for anything else today?
- Is there anything else that interests you at [\[company name\]](#)?
- Did you know that this product goes really well with [\[complementary product\]](#) that many people buy alongside each other?

If they are happy with the products, offer to add it to the virtual shared basket. Use this as an opportunity to either add the product yourself or invite the customer to add it to the basket.

[\[Address products spoken about\]](#)

- So, I can see you're interested in [\[product name\]](#), would you like me to add it to the basket for you?
- Are there any items you would like me to take away from your basket?
- Feel free to add any product to your basket.

VIDEO SHOPPING TEMPLATE END

Thank you for visiting [\[company name\]](#) today, is there anything else I can help you with today?

Naturally end the call when your customer is satisfied with the products in their basket. If they have booked an allocated time slot and you have run out of time, offer your contact details so they can email you with any further queries.



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