



CRAVE COOKIES: MASTERING THE SOURCE BUTTON

Why It Matters:

Knowing where our customers come from helps us understand what marketing works best. This means we can reach more people! The "source button" is our secret weapon to track this valuable information.

How to Use the Source Button:

1. **Ask the Magic Question:** After your warm greeting, politely ask the customer how they heard about Crave. "Best Practice Phrase" examples below.
2. **Listen Carefully:** Pay attention to their response! Did they see an ad on social media? Hear about us from a friend? Were they drawn in by the delicious smells?
3. **Select the Source:** Match their answer to the corresponding option on the "source button" and record it in the system.

Best Practice Phrases:

- "Hi, welcome to Crave! Have you been in before?"
 - If yes: "Awesome, glad to see you back! Were you just swinging by as usual, or did you see us on [TV/Google/social media/etc.]." (Mention the platforms you're currently investing in here to nudge their memory.)
 - If no: "Great, thanks for stopping in! How did you hear about us?"
- "What brought you in today?" (If they say, "a specific cookie,") follow up with "How did you know that cookie was out this week?"
- "I'm curious, what made you decide to visit us today?"
- "What made you choose Crave today?"
- "Is there anything specific that brought you in today?"
- "Just so we know how to reach more people like you, what prompted you to visit us today?"

Important Notes:

- **Be Casual and Conversational:** Don't make it feel like an interrogation! Integrate the question naturally into your interaction.
- **Don't Pressure the Customer:** If they seem unsure or hesitant to answer, that's okay. Simply thank them and proceed with their order.
- **Every Guest Counts:** Even if it seems obvious, it's still important to record the source.

Let's work together to make Crave Cookies a success!

