



SKIVRE



SKIVRE Training Module 4: Exercises

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Test your knowledge

Exercises

Exercise 4.1. The monastery's motivation

What is your motivation for running your monastery shop? What drives you? Please take your time and think carefully about your goals for the monastery shop and the sale of monastery products. List the goals.

Answers:

Exercise 4.2. Customer expectations when purchasing monastic products

What is the customer's motivation to buy monastic products in the monastery shop?

Please, once again, take your time and try to put yourself in the position of your customers. Based on the target group definition, go through your target groups and, with all your experience, consider what expectations are behind the respective groups.

Can you still expand the target groups for your monastery shop?

List the goals.

Answers:

Exercise 4.3. Compatibility of the different goals

Please consider:

1. Does the monastery shop meet your goals?	
2. Do your goals match the motives of your customers when buying monastic products?	
3. Does your offer correspond to/ cover the target groups' expectations regarding the assortment of the monastery shop and the monastery products?	
(Question no. 3 should be answered for all target groups	

Take your time and thoroughly review everything. It may also be possible that the expectations of certain target groups are not (yet) fulfilled. Your considerations will help you to identify such "gaps". This exercise is especially suitable to be worked on in a team of all employees of the monastery shop.

Exercise 4.4. The Stories of Your Monastic Products

Many of your monastic products surely have a story - try to capture it - in written or oral form.

Your monastic product	The product's history

Now consider - preferably in teamwork with colleagues - whether and how these stories can be presented: In a product sheet? A video? An article on your homepage, your Facebook page? Perhaps in a monastery event where you tell these stories? Perhaps they might even be suitable subjects of a workshop, a publication? Be inspired by the many Good practice collected on the **SKIVRE** learning platform! Create the stories for your different target groups.

Exercise 4.5. Assessment of the own assortment

Thoroughly search your store for authentic and non-authentic products. What would happen if you did without the latter altogether? Would this result in a loss of sales? Would this be a chance to present the other products better and to create completely new contexts?

In short: Do "tabula rasa" in your mind according to the motto "check everything and keep the good" (Paulus).

Non-authentic product	Consequence in case of waiver
	RISK: OPPORTUNITY:
	RISK: OPPORTUNITY:
	RISK: OPPORTUNITY:
	RISK: OPPORTUNITY:
	RISK: OPPORTUNITY: