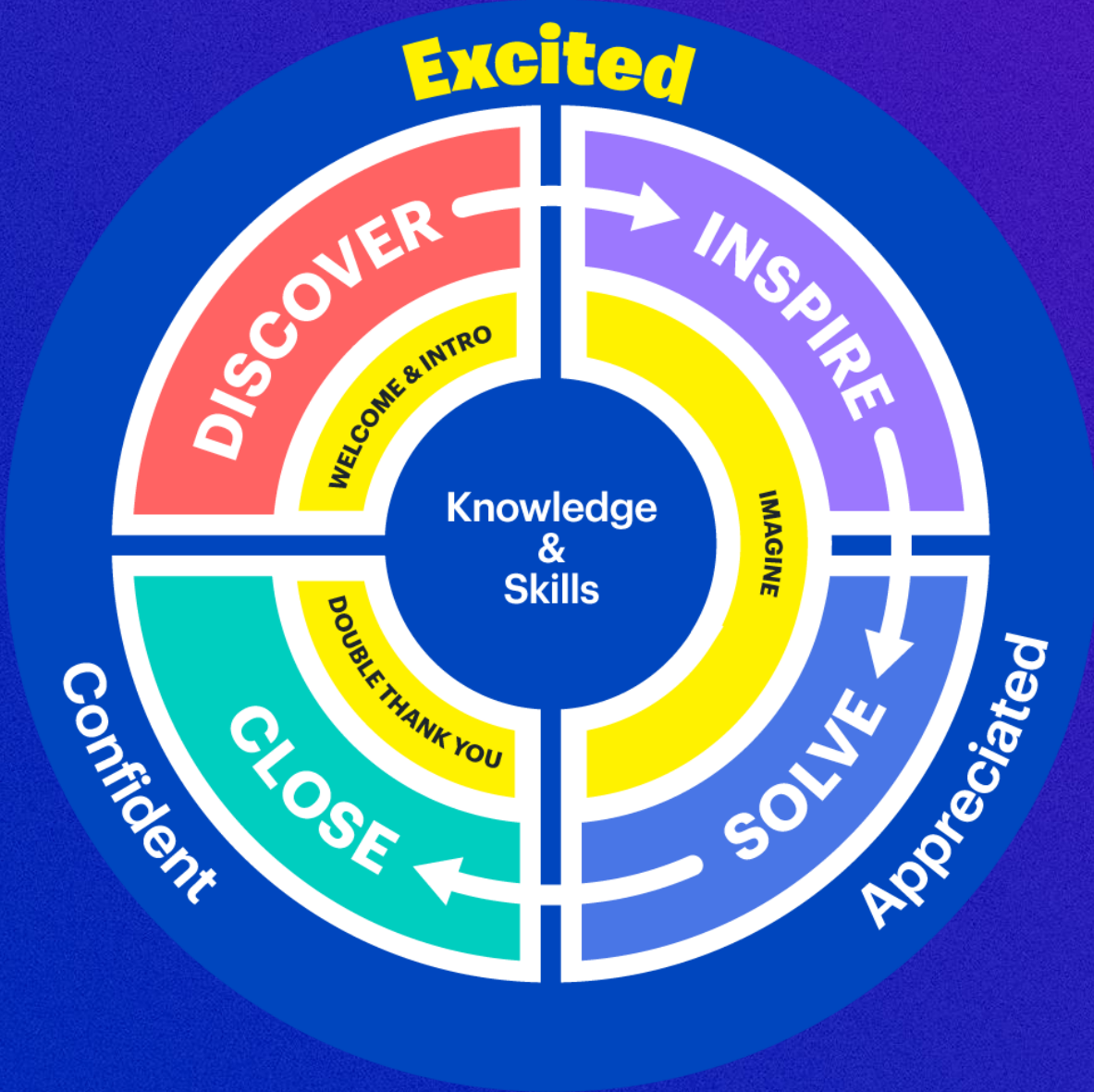


Best Buy Engagement Model



Best Buy Signature Behaviors

What: Clear Expectations

Four simple behaviors that enable personalized and authentic customer interactions.

**“Welcome
to Best Buy”**
within 30
seconds

A warm welcome in a
timely manner

**“My name
is...”**

A personalized introduction
to make a connection

“Imagine...”

Get customers excited
about the possibilities

**Double
Thank you!**

Make certain the customer
feels appreciated

Best Buy Signature Behaviors

...movie night with the family, tell me about that ideal experience”

...what stepping up to the 85” would look like on your wall! ”

...the sound quality during movie night with this soundbar! ”

...the space this TV is going, tell me about it so we can build the best solution!”

...the time you will save by upgrading to a new Copilot laptop!”

... homework time transformed!”

...how nice it will be to have extra space in your refrigerator! ”

... the amazing cup of coffee you are going to enjoy every day with this machine”

{ *IMAGINE* }

...the amazing pictures you will be able to take on your trip to Hawaii! ”

...finishing your next marathon with your new watch! ”

...your new smart lights paired with a voice assistant; you’ll add a whole new level of control! ”

... sending your daughter to college with the power of AI built in!”

...how your son will feel getting this as a gift! ”

..having us install this for you and hauling that old one way!”

...having the peace of mind that comes along with having this protected for 2 years”

...if we could spread payments out over several years to enable you to get the one you want! ”