

Pinterest Tips & Tricks for Sales Associates

Pinterest is more than just a fun app - it's a powerful tool for luxury retail sales associates. It helps you stay inspired, learn about products, and offer thoughtful suggestions to customers.

Why Pinterest is a Game-Changer

- Stay current on trends & styles
 - Build product knowledge visually
 - Curate thoughtful gift or display ideas
 - Show inspiration to customers instantly
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Tip for Sales Associates:

Looking for specific brands to research and pin? Explore the MORE section in the top navigation bar of this website for helpful lists of popular tabletop and giftware brands.

Setting Up Your Pinterest Account

Visit: www.pinterest.com

Step-by-step:

1. Click Sign Up
2. Use your store email (if provided) or your personal email
3. Create a strong password
4. Choose topics like: Tabletop, Entertaining, Gift Ideas, Home Décor

Creating Secret Boards for Product Knowledge

- Gift ideas for different types of customers
- Favorite brand looks & styling tips
- Ideas for displays or seasonal tables

Finding Official Brand Pinterest Boards

- Search: Brand Name + Pinterest
 - Look for verified checkmark or brand's official site
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Seasonal & Gift Ideas Using Pinterest

- Holiday Table Looks
- Wedding or Registry Ideas
- Luxury Hostess Gifts
- Color Trends for Each Season

Browsing Smarter: Tips for Associates

- Use Pinterest during downtime or quiet hours
 - Search smart with keywords
 - Create different secret boards
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Professional Best Practices

- Keep boards store-related
- Be ready to show ideas (if store allows)
- Build expertise through inspiration

Great associates know products. Exceptional associates inspire customers with ideas!