

# Tablets & Pinterest for Store Owners & Managers

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Luxury tabletop retail is all about offering an exceptional, personalized experience for customers.

### Why Tablets Are a Smart Investment

- Modernizes your sales floor
  - Keeps associates with the customer
  - Allows instant access to product info and images
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### Ways Associates Can Use Tablets

- Show Pinterest boards to inspire customers
  - Access product education materials instantly
  - Display out-of-stock or special-order items
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### Luxury Look: Branded Tablet Covers

- Leather folios or covers in store colors
- Embossed with store logo
- Professional and polished presentation

### Pinterest for Managers

- Create private boards for seasonal ideas
  - Plan displays and merchandising
  - Build upselling guides for associates
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## Encourage Associates to Create Boards

- Product knowledge building
- Fun, personalized learning
- Great for downtime or training moments

## Best Practices for Pinterest Use

- Keep boards work-related
  - Allow associates time to explore Pinterest professionally
  - Share great boards at team meetings
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## From Inspiration to Sales

Pinterest and tablets are tools that turn browsing into buying.