

FY'13 RETAIL **GROWTH PLANNER**

Strengthening our partnership with Best Buy For Business™ and fostering our continued mutual success.



FOR BUSINESS



This GROWTH Planner is designed to:

- Simplify the BBFB in-store process
- Help enable and support your growth plan, focusing on the business customer
- Provide actionable items that can be utilized in store or within your local market which will support the local business customer
- Explain the benefits of including the business customer within your Sales Excellence presentations

Retail Leadership

Did you know...

- There are two ways your store earns credit from BBFB, on Matrix and on the store's P&L :
 1. Sales that have resulted from a lead generated from your store
 2. BBFB sales not generated from a lead that are within your store's trade area and that are less than \$50k – just like BestBuy.com sale credits
- BBFB is forecasting to credit over \$550M to Retail P&Ls in FY'13
- In FY'12, over 85% of all customer-facing Blue Shirts completed the Business Customer Certification
- Best Buy stores averaged over 2500 leads per week in FY'12, up 17% from FY'11

Shareholders

Did you know...

- A business customer spends roughly double that of a consumer in store annually, delivering higher revenue, GM\$, GM%, ASP\$ and UPT than a consumer
- A business customer who shops both at retail and through BBFB spends an average of 16X that of a business customer who only shops at retail

Customers

Did you know...

- In FY'13, business customers are forecasted to spend \$2.6B in our stores
- 1 in 6 customers shopping in our stores either owns a business or makes purchases on behalf of a business
- BBFB has a database of over 4 million identified business customers, which allows marketing at a local level through the Retail Marketing Tool

FY'13 expectations

- Get 85% of your employees business sales certified
- Integrate BBFB into your Sales Excellence presentation
- BBFB channel revenue at 100% to budget
- Generate five business leads per store per week

What leadership is saying...

"I grew up in a family of small business owners. I take the needs and success of BBFB's customers personally, and bringing the logistical infrastructure, buying power and technology knowledge of Best Buy to this group is what drives me every day. BBFB's future lies in becoming the premiere IT partner to businesses around the country. Our expansion into mobility – with new lines of tablets and phones and business plan options from a variety of carriers – as well as our focus on increasing Geek Squad tech support, Services, and the integration of mindSHIFT will help us attract and retain loyal business customers."



Tim Sheehan

Executive Vice President and
Chief Administrative Officer

GET CONNECTED

How does Best Buy For Business come to life in our stores?

GROWTH PLANNER
BUSINESS CUSTOMER

SALES EXCELLENCE STRATEGY



Make sure you get business sales certified so you understand the profile of the business customer.

- Located on Learning Lounge under Business Certification
- Over 46K Blue Shirts were certified in FY'12

Ask the business customer what they need.

- Execute Sales Excellence and you'll win with the business customer.
- Example: Is this for business or personal use? Where are you planning on using this TV? Who will be using this tablet?
- Based on the response from the customer, submit a lead in Customer Contact Manager (CCM), dial #09 on any store phone or call the BBFB Hotline at 1-866-856-2648 and let us start building a relationship with that business customer.

LEADS ROUTING TEAM

What happens after I submit a lead to BBFB?

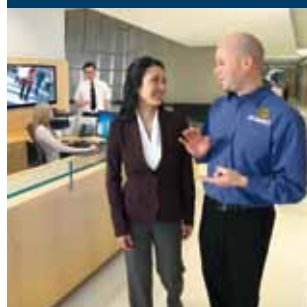
Customers will receive a call within 24 hours, with an average time in FY'12 of 4.5 hours. You can check the status of your leads or your store's leads by checking the Outbound Detail Report in CCM.



BBFB ACCOUNT MANAGER

Our phone and field-based Account Managers are trained and tested to assess the needs of our business customers.

ASSESS NEEDS



PROPOSE SOLUTION



IMPLEMENT SOLUTION



Store Credit

After a sale is made, your location will receive full credit for the transaction on the P&L.

FY'13 EXPECTATIONS

- Generate five business leads per store per week
- Get 85% of your employees business sales certified
- BBFB channel revenue at 100% to budget



IN STORE



BY PHONE



ONLINE



AT YOUR LOCATION

Serving business customers anytime, anywhere

What BBFB Ambassadors are saying...

"By leveraging our BBFB partners, we are able to assist business customers in a way they did not think was possible from Best Buy. The BBFB team gives our customers expert advice that keeps them as loyal Best Buy customers for both their personal and business needs. If we do not have the right solution in store, I know I can reach out to my BBFB team and together we can find a solution."

D'Andre Reynolds

Multi-Channel Sales / BBFB Ambassador
Best Buy 187

GET EDUCATED

Here are some key action items that will help stores and markets drive business customer GROWTH:

Get store employees trained on the business customer

- BBFB is incorporated in all bronze Path to Excellence badges
- **BBFB 101:** NET level course, included in NET for all sales employees
- **Business Customer Certification:** Available on Learning Lounge
- **Best Buy Learning Lounge:** Find training and other content under departments, store, Best Buy for Business (BBFB)

Understand and communicate the different purchasing channels available for the business customer

- **Best Buy retail stores:** The target customer has 1-19 employees and needs basic technology solutions for their business
- **BestBuy.com/business:** Business customer landing page. Customers learn about and select their best online experience between BestBuy.com and BBFB.com
- **Best Buy For Business direct:** Online, by phone, at your customer's location for complex technology, fulfillment and logistic solutions

Utilize Sales Excellence with trigger questions to help identify business customers

- Is this for business or personal use?
- What do you do for a living?
- Do you make purchases on behalf of a business?
- Will this be installed in a business?
- Where is the product going to be used?
- Who is going to be using this product?

Understand the profile of business customers who enter a Best Buy store

- **Urgency:** Their business is their primary source of income so downtime is critical
- **Lifestyle:** Work blends with family life so they need to be connected at home and at work
- **TechnoStress:** They know the benefits they want, but don't know exactly what they need
- **Purchasing behaviors:** They shop both retail and Internet and love the convenience of retail stores to pick it up and get it immediately
- **Deliver personal service:** They expect individual attention to their needs
- **Trusted relationships:** Their business is based on trust and they seek trusted advisors
- **Knowledgeable assistance:** They look for informed experts who understand their needs



Start identifying potential business customers and submit your leads to earn Path to Excellence Points. Log on to the Path to Excellence site, watch the video and get BBFB Certified. Once you've completed these two exercises, you're trained, registered and ready to race! Referral program runs from July 1st through Feb 2nd.



BBFB IN-STORE KIOSK SALES

Stores have the ability to sell product from BBFB.com through any of the customer kiosks or ETK stations in the store. You can search through the catalog of BBFB.com products and create an account for the customer. This is a great way to take care of the customer if what the customer needs is not stocked in the store, such as commercial-grade computers or TVs.

RECOGNIZE LOCAL NEEDS

Use these action items to help you recognize the needs of your business community.

Pull the business customer penetration reports:

Better understand the businesses in your local market. This report shows the number of total business customers by zip code and the number of businesses per ZIP code that shop Best Buy.

There are two different sections of the report that include the following:

- **Business customer profile report by industry/vertical:** This report shows the number of total customers by industry and the ones that shop your store
- **Business customer profile report by ZIP code:** This report shows the number of total business customers by ZIP code and the amount who shop your store

Use the Retail Marketing Tool (RMT) on Employee Toolkit (ETK):

- Customize marketing materials such as flyers, postcards and coupon offers to support the business customer
- Use these tools to work with chambers, associations and at events to drive business customers to your stores
- Leverage your store's local page on BestBuy.com through the RMT to update with information on how Best Buy can serve businesses

Use the Best Buy eSource for merchandising:

- Create customized signage for your store in eSource with the BBFB logo or pick from existing signage
- Endcap, easel and sideliner forms available
- Be sure your store fills out the Store Innovation Request Form (SIRF) for any merchandising changes you make to your store to ensure they stay up through transformations and are accounted for on your store map

Get involved in your local business community:

- If you already belong to some of the community Chambers or associations, maximize that membership by attending their meetings
- Give presentations on the benefits of how Best Buy can help with technology in their businesses
- Volunteer to host association and organization meetings at your store
- If you do not have a Chamber membership, make sure you check out the Matrix Business Profile Reporting by ZIP code to see which Chamber makes the most sense to join

Participate at local business events, expos, conferences and trade shows:

Partner with your local BBFB Account Manager at least 30 days prior to the event for additional support, signage, collateral and planning.

HELPFUL TIP

Here's a valuable tip to remind business customers: any commercial-grade products they purchase cannot be covered by consumer-level Geek Squad Protection (GSP). To make sure that equipment receives the special service it requires, they will need to purchase commercial Geek Squad Protection. SKUs for commercial GSP services are available in the Employee Toolkit.

HELPFUL TIP

Geek Squad Office Support provides customers 24x7 online IT coverage to keep their businesses on track. The Standard Plan includes online access to computers so we see what they see and can fix the problem from our end. With the Advanced Plan, if the problem can't be addressed online, we'll send someone to their office to make sure their computer systems are working and their business is up and running.



OWN THE EXPERIENCE

Quick and easy actions for you to take to create a better store experience for the business customer:

Drive culture and awareness:

- Validate that employees are certified
- Validate that employees are utilizing Sales Excellence to identify and serve business customers
- Validate that employees know when and how to send a lead
- Track and record the performance of leads, BBFB channel revenue and in-store business customer revenue
- Include BBFB and the business customer in chalk talks, leadership meetings, weekend trainings and all-store meetings

Business Endcap: Create a business endcap in your store that shows the products/solutions and capabilities that Best Buy offers business customers.

- Train employees to direct business customers to this endcap
- Promote the merchandise on the endcap by leveraging the collateral
 - Solutions Guide, brochures, BBFB DVD loop and more - that can be found on eSource and ordered for your store
- Make sure you use the approved Local Growth endcaps or make any changes to the Store Map through the Store Innovation Request Form (SIRF) (http://www.bbyportal.com/wiki/tracker.php?u=http://sp.bestbuy.com/corp/deployment/Store_Innovation_Portal/default.aspx)

In Store Events: Create in-store events for your business customers.

- With your local BBFB Account Manager, create a calendar of relevant events for specific business customers. For example, invite owners in the hospitality industry to an event that highlights video and digital signage solutions or create a session on the latest in mobility solutions
- Create postcard mailers for the event through the Retail Marketing Tool (<https://retailmkt.bestbuy.com/>) and mail to business customers in your area
- Connect with local Chamber to invite local businesses owners to the event

Multi Channel Sales Associates (MCSA):

- Train Store Multi Channel Sales Associates to:
 - Ask all customers if the product they are inquiring about will be for home or business use to ensure that the call is routed corrected
 - Be able to communicate the key benefits that Best Buy can offer business customers if a caller asks for more information
- Validate that the MCSA knows how to submit a lead

HELPFUL TIP

After identifying a business customer, offer them BBFB collateral (brochures, solutions guide, etc.) and explain how Best Buy for Business can help them with technology solutions for their business.



BBFB.com

BBFB.com is evolving to better serve our business customers. The online experience we offer users is improving all the time, with enhanced functionality and emphasis on products and services business customers demand.



WIN WITH BBFB

Quick ways to learn more about what a better partnership with BBFB can do for your store and the business customer:

Review store leads:

- Use CCM to review the status of your store's leads with employees and store leadership and take necessary actions. For example, is a follow up with the Account Manager required?
- Review Outbound Lead Report and Order Detail Report in CCM (<https://crmclienteling.bestbuy.com/Clienteling/other/Login.aspx>)

Review P&L BBFB tab:

- Review your P&L BBFB tab for the month and the year to determine your store's performance. How do you compare to other stores in your district/territory?
- Pull your P&L and look at the Territory Credit Report on Toolkit (<http://mefr/fort1c/fort.aspx?ReportID=301&uid>)

Walk through departments:

- Test Blue shirts' knowledge about how to send a lead to BBFB, and how to follow up on that lead
- Test Blue shirts on a **complex - what** such as commercial grade products, digital signage, TVs, laptops, mounts, servers or POS systems.
- Test Blue shirts on a **complex - how** such as ship to multiple locations, net-30, staged delivery, leasing, site surveys or bids

BBFB Account Manager:

- Make sure your employees know the name and contact information for your BBFB Account Manager
- Engage your store's BBFB Account Manager to talk about what kind of opportunities they are working on and closing within your area
- Build an action plan around how to go after key verticals in coordination with your Account Manager
- Connect with both the field-based and phone-based teams

Visit with Multi Channel Sales Associates (MCSA):

- Spend time with MCSAs in your store around what to do with business customer calls. Do they know how to engage directly with BBFB?
- 1-800-373-3050 and BestBuyForBusiness.com

Train your store staff to work with Territory Business Sales Manager (TBSM):

- Connect with your Territory Inside Sales Manager and Leads Routing Team
- All store staff should know the leads routing phone number is 1-866-856-2648
- All store staff should know when it is appropriate to send a lead to the Lead Routing team and how to do so through Customer Contact Manager.
- All store staff should be reminded to connect with Territory Sales at least 30 days prior to any local events to enlist their support

HELPFUL TIP

Best Buy's newest strategic partner, mindSHIFT, is one of the nation's largest providers of cloud computing and managed IT services. This relationship expands our capabilities, enabling us to offer a total solution to our business customers – management and maintenance for their entire IT infrastructure; secure, enterprise-class data center; cloud computing; e-mail hosting, backup, recovery and archiving; and more. Be sure to submit leads so your customers' information can be routed to the right BBFB Account Manager.



HELPFUL TIP

One of the most important things our business customers need to know about BBFB is that we offer a comprehensive suite of services to complement our many solutions – Geek Squad Office Support, commercial Protection, cloud computing and much more. Help educate your customers about how to benefit from their relationship with us. Remember to submit leads so your customers' information can be routed to the right BBFB Account Manager.



FROM 

TOOLS AND RESOURCES

Use these tools and resources, available to your store, to help you capitalize on your business opportunities.

BBFB Widget on ETK: One stop shop for all your BBFB tools and resources (under departments on the ETK home page).

eSourceBestBuy.com: eSource helps you create customized signage for your stores to support the business customer.

BestBuyLearningLounge.com: Find certification materials as well as the business customer assessment information and training in the Learning Lounge.

Retailmkt.BestBuy.com: Use the Retail Marketing Toolkit to create customized postcard mailers, flyers, coupons, posters, event invitations and much more.

Employee News: Keep current on business customer initiatives.

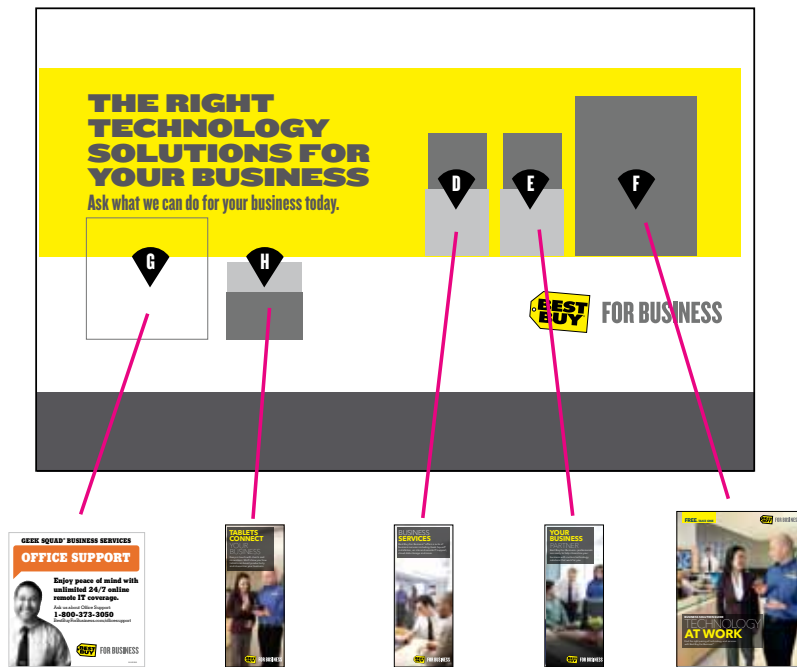
BBFB capabilities DVD video loop:

- Utilize this loop of videos about Best Buy For Business capabilities on your endcap, in-line within the BBFB space, or on a TV in your store

Brochures: Access brochures that can be e-mailed or professionally printed for customers through Print Solutions.

- Brochures are available for multiple topics; overall BBFB capabilities, educational solutions and customers' true stories, are a few examples. New materials are frequently added.
- http://tagzone/WebApps/Signage_Procurement/login.asp.

RETAIL PLANOGRAM



Computer Information Center (890 Locations)
Make sure the planogram is set to standards in your location.

SOLUTIONS GUIDE



F.
Solutions Guide
Part # 601-0255061

After a business customer is identified, offer them BBFB collateral (brochure, solutions guide, etc.) and explain how Best Buy can help them with technology solutions for their business. Also available online at BBFB.com.



E.
BBFB Capabilities Brochure
Part # 601-0259429



D.
BBFB Business Services
Brochure
Part # 601-0259430



H.
BBFB Tablet Brochure
Part # 601-0259431

HELP AVAILABLE

Record your store's BBFB sales support contact information.

Territory Business Sales Manager (TBSM)

Phone Number

Sales Manager

Phone Number

Phone-Based Account Manager

Phone Number

Field Account Manager

Phone Number

BBFB Phone Numbers:

Lead Routing Team: 1-866-856-2648

Best Buy For Business: 1-800-373-3050

PHONE-BASED SALES TEAM

Best Buy For Business has a team of Account Managers located on the Minneapolis corporate campus. The team is organized by territory to support store requests. They follow up on leads and prospect for new customers. Here's how they can help:

- Commercial-grade products, services and installation
- Bulk ordering of products and gift cards
- Complex logistics, including multi-location delivery
- Flexible payment options like net-30 invoicing, purchase orders and leasing
- Pre-sales engineering and on-site consultations



FREQUENTLY ASKED QUESTIONS

When do I send a lead?

Stores can send a lead to BBFB when their business customers' needs cannot be met in store either because they are looking for product beyond store inventory, they need bulk quantities or have a complex solution that the store cannot fulfill.

What is the Leads Rating? How is it calculated?

The Leads Rating will rate how much information is submitted with a lead. Each rating point coincides with different fields in the CCM Lead form. A bonus point is also given for great notes including the preferred contact information, who will answer the phone and more details on the solution. You need to fill in all fields in each section of the CCM Lead form to get the Lead Rating Point.

What is the follow-up on a lead?

Once a lead is submitted by a store, it is sent to the Leads Routing Team. The Leads Routing Team will call the customer within 24 hours - typically within 3-4 hours - to verify that the customer is still looking for a product or solution. It then gets turned over to an Account Manager (Field-Based or Phone-Based Sales Teams) depending on its complexity. The Account Manager will identify a solution and submit a proposal to the customer. Remember: Notes from these interactions will be updated in CCM so you can track where the lead is.

How do I get an update on the status of my leads?

You can check the status of your leads or your store's leads by checking the Outbound Detail Report in CCM. Once you open each of the leads, it will be updated with notes from the Leads Routing Team and the Account Managers of interactions with the customer.

What disqualifies a lead?

A lead is disqualified for a couple of different reasons. If the Leads Routing Team (LRT) is not able to get in touch with the customer, the lead will be disqualified. LRT will attempt to contact them three times by all supplied phone numbers and e-mail addresses. Remember: A lead can also be disqualified if the customer has already made the purchase for what they were seeking.

How is credit applied to my store? What is proximity credit?

Stores receive credit for BBFB sales in two ways. First, stores receive credit for BBFB sales that result from leads sent in by the store. Second, BBFB awards credit to the store closest to the shipping address of any sales not tied to lead and under \$50K. Remember: This credit can be found on the Matrix Revenue Drilldown under Channel Revenue or on the store's Monthly P&L.

How do I find out who my inside and outside sales support team is?

BBFB has listed of all the Field-Based and Phone-Based Account Managers, Sales Managers and Territory Leaders on the BBFB Wiki site. This list is compiled by territory and calls out the market they support. If you have questions about who your individual assigned Account Manager is, please contact your Territory Business Sales Manager or your Sales Manager and they can get that information to you.

What leadership is saying...

"The continued success and growth of BBFB is dependent upon a concerted group effort, and our retail store partners are integral to achieving our goals. Each time we connect with a business customer we are another step closer to becoming the leading solutions provider in the SMB arena. We are refining our selection of business products, expanding our Web site capabilities and developing IT service offerings that are focused exclusively on the business customer. Working together as a unified team, we will continue to build strong relationships with this strategic client base and use all our tools, knowledge and creativity to provide our customers with a complete array of integrated technology and service solutions."



Brian Hutto

Vice President Business Services

OUR FOCUS IS **YOUR BUSINESS**



Our team is dedicated to giving each customer individualized attention, listening and offering advice to help streamline business processes. Personal Account Managers are ready to assist customers over the phone, online or on site. Our trained Customer Specialists are available in over 1000 Best Buy® stores nationwide.

- Personal Account Managers
- Business-grade assortment
- Flexible payment options
- Leasing and licensing options available
- 24/7 Geek Squad® service and support
- Cloud computing
- mindSHIFT Managed IT services



FOR BUSINESS