



MIRT PRACTICAL KIT

The augmented sales associate kit

Forms to collect customer questions, write down the owner's answers and use AI at the counter without losing control.

Free · use it and share it

Customers walk in with a phone in hand

The store still matters, and the sales associate matters even more. But customers arrive informed: your staff need to know at least as much as their phone.

In a specialist store the expertise is already there, in the owner and the long-serving staff. The problem is that it doesn't scale. On a Saturday afternoon there's one owner and ten customers. This kit helps you write that expertise down so everyone can use it, with or without AI.

87%

of retail revenue is still tied to physical stores
(IHL Group, 2026)

79%

of Italian shoppers use their smartphone
while shopping (Salesforce, 2026)

2,300+

Ace Hardware stores where staff have an AI
assistant for products and procedures

45%

of retailers rank tools for store staff among
their main tech investments for 2026 (IHL
Group)

THE 3-WEEK METHOD

From notebook to assistant

01 Week 1 • Collect

Every associate notes the questions they couldn't answer alone (form A).

02 Week 2 • Write

The owner writes the right answer to the first twenty (form B).

03 Week 3 • Use

The answers become the training manual for new staff and the base for an AI assistant (prompts on page 4).

Questions without an answer

Keep it by the till. One row for every question you had to ask for help with or couldn't answer.

DAY	CUSTOMER QUESTION (IN THEIR WORDS)	WHAT I ANSWERED	WHO HELPED ME

The owner’s answers

One row per question. Write it the way you’d explain it to a customer, in plain words.

QUESTION	THE RIGHT ANSWER	RELATED PRODUCTS	WHEN TO CALL THE OWNER

Eight safe prompts for the counter

For an assistant such as ChatGPT, Gemini or Copilot. Paste in your form B answers first, so the AI uses your words, not the internet's.

- 01 Here are our store's answers to frequent questions: [paste]. Answer only using this information. If the answer isn't there, say "ask the owner".
- 02 Rewrite this answer in three simple sentences, the way an associate would say it at the counter: [answer].
- 03 A customer asks [question]. Which two questions should I ask to understand what they really need?
- 04 Explain the difference between [product A] and [product B] to a non-expert customer, without jargon.
- 05 Draft a WhatsApp thank-you message after the purchase of [product], friendly tone, max 300 characters.
- 06 Write a friendly reminder for the customer: [check-up/service/pick-up] on [date].
- 07 Turn these 20 answers into a one-page training sheet for a new associate.
- 08 Read these reviews: [paste]. Which customer questions or doubts come up most often?

THE RULES

AI helps, a person decides

- ☐ Every AI output is checked by a person before it reaches a customer.
- ☐ I never enter customer names, phone numbers, emails or health data into public tools.
- ☐ If the AI isn't sure or the answer isn't in form B, I call the owner.
- ☐ Every associate has had basic AI training: since February 2025 the EU AI Act requires it of companies that use AI.

NEXT STEP

Want to know where to start in your store?

Book the free **MiRT Diagnosis**: a 30-minute video call. First we look at your store from the outside (Google profile, reviews, website, what AI assistants say); on the call we show you the three places where AI saves you time or wins you customers.

BOOK THE DIAGNOSIS →

Want all the trends? Comment **RADAR** under one of our posts and we'll send you the MiRT Radar 2027 (in Italian): 10 specialist retail trends, with the first move for each.

SOURCES

1. [IHL Group, Empowering the frontline, 2 May 2026](#)
2. [Salesforce, State of Commerce, press release, 29 July 2026 \(Italian\)](#)

This kit is not legal advice. Written with the help of AI under the supervision of Gianluca Falduto.

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