LEAD THE CHARGE IN THE NEW PARADIGM OF RETAILING

Break away from old habits; It’s not Dad’s store anymore

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Agenda

1. The Paradigm Shift in Retailing
2. Retail Success Building Blocks
3. Customer Loyalty
4. Planning & Execution
5. Ways to Grow Your Business
6. Operational Technology Solutions
7. Q & A
#1 Paradigm Shift in Retail
The Information Age

- Unlimited Knowledge of Anything Retail:
  - Products
  - Prices
  - Sales
  - Availability

- Consumers Expectations Have Changed

- Customers Want Immediate Results

- More Choices, Closer & Cheaper Options

- Leaving the House to Shop – is No Longer a Necessity

- Retailers Must Be Proactive & Responsive to Change
The Paradigm Shift in Retailing

- The evolution of retail...

“Gatherers/Providers – Trading – Open Markets – Super Stores – Internet Sales

- “It is not the strongest of the species that survives, nor the most intelligent, but rather the one most adaptable to change.”

- The goal in retail: Provide customers with the latest in products and services in order to level the playing field & take back the customers with excellent service.
Add-on Services

- Enhance the Customer Shopping Experience
  - Provide Fast Checkout
  - Excellent Customer Service
  - Clean, Well Lit, Organized & Properly Labeled Shelves

- Offer Conveniences & Savings
  - Historical Lookups
  - Custom Promotions
  - Preferential Treatment

- Remember the 80-20 Rule
  - 20 percent of customers = drive 80 percent of your revenue
The eCommerce Retail Swing

- The Internet is Your Friend
  - Drive Revenue Whether Your Customers are “In-Line” or “On-Line”

- Leverage Existing Branded eStores
  - eBay
  - Amazon

- Expanding Your Customer Reach

- Benefits of eCommerce Participation
  - Extends your customer reach
  - Allows you to compete more effectively
  - Offers more buying options to customers
  - Branch-out without a significant capital investment
#2 Success Building Blocks
in the new retail paradigm
Retail Success Building Blocks

- Customer Nurturing
- Enhance Customer Experience
- Plan & Execute
- Focus on Selling
- In-Store Marketing
- Change & Adapt
- Lead by Example
Retail Success = Customers

- Only your customers can increase your sales
- Focus on Customer Retention
- “Take care of your customers or someone else will”
- The day(s) you lose a customer is a very, very bad day
#3 Customer Loyalty in the new retail paradigm
Customer Loyalty Program

- Customers Feel Connected & a Sense of Belonging
- Improves & Personalizes the Customer Shopping Experience
- Provides Added Conveniences to Customers
- Customers are More Likely to Reciprocate
- Incentivizes to Return More Often & Spend More
- Main advantage: Collect information and Market to your Customers Needs
“Acquiring a new customer costs about **five to seven** times as much as maintaining a profitable relationship with an existing customer.”

…*BtoB Magazine – 2009*
Customer Loyalty Factors

**Transactional Sales**
- Location
- Convenience

**Satisfactory Purchase Experience**
- Good Service
- Good Selection & Price

**Emotional Connection – Loyal Customers**
- Recommend You
- Pay Higher Prices
- Drive Further
#4 Planning & Execution in the new retail paradigm
Planning & Execution

- Renovate Growth
- Develop a Detailed Success Plan
  - Growth Goals & Objectives
  - Incorporate Revisions to Keep up with New Requirements
  - Measurable Targets
  - Sharing Your Plans Holds you Accountable

"He who fails to plan is planning to fail”
Winston Churchill
Why Write Down Goals?

Because…

- …it will force you to stay focused
- …it will motivate you to take action
- …it will provide a filter for other opportunities
- …it will help you overcome resistance
- …it will enable you to see—and celebrate—your progress

“Those who write their goals accomplish significantly more than those who do not write their goals.”

by Gail Matthews, Ph.D.
Dominican University
#5 Ways to Grow Your Business in the new retail paradigm
B2B Services

- Build on Your Strengths
- Provide B2B Incentives
- Offer Customized Trade Discounts
- Get Involved in the Community
- Join Local Business Network Groups
- Manage Your Customers’ Jobs
- Provide Historical Business Reports
- Offer Self-Service Quoting
It’s About Service - Your Store is No Exception

- Employees will Treat Your Customers – *the Way They Are Treated!*
- Smile More Often
- Train Your Employees on Proper Customer Etiquette
- Cultivate a Pleasant and Respectful In-Store Attitude
- This is a War Zone – Keep Control of Your Frontlines
- Continue Changing and Improving Your Practices
In-Store Marketing

- Multimedia - Simple & Inexpensive
- POS Billboards
- End-Cap Videos
- Compete with the B.B. Stores
- Enhances the Customers’ Shopping Experience
- Manufacturer's Can Help Provide/Produce Content
- Enhances the Overall Feeling of the Store
Reduce & Expand

- Are You Carrying Extra Luggage?
- Reduce Dead Stock
  “Put Your Money Back in Your Pocket”
- Expand Product Selection
- Slow Mover Reductions…
  - Free Up Space for High Movers
  - Higher Turn-Over Means Higher ROI
  - Re-Invest the Money in a Wider Selection
- Weed Out Weak Processes & Ineffective Help
  - Reduce Your Exposure, Risk & Liabilities
  - Increase Customer Centric Processes
Increase Product Breadth

- Broaden Your Product Selection ("You can’t sell from an empty wagon")
- Appeal to More Customers to Compete More Effectively
- Develop a Product Specialty
- Focus on Your Stores Strengths & Unique Selling Niches
- Achieve "Optimal Stocking Levels"
- Replace Slow Mover Items with Money Makers
#6 Technology Solutions in the new retail paradigm
POS Automation

- POS System Advantages:
  - Provides a POS Billboard Infrastructure
  - Integration with Financial Systems
  - Mind the Store from a Smart Phone
  - Easily Process Multiple Payment Types
  - On-Demand Customer Purchase Tracking & Historical Lookup
  - Inventory Control System
  - Accounts Receivables
  - Business Reporting
  - Customer Loyalty Program
  - Supplier (EDI) Integration
  - Credit Card PCI Compliance
Automate the Customer Nurturing Process

- Put the Power of the Data to Work
- Turn Customer Information into Customer Intimacy
- Implement a Customer Email Drip Campaign
  - Constant Contacts; Infusionsoft; AMS, Silver Pop, Etc.
- Do not Over Market to Customers
- Give and Take Exchange (Rule of Reciprocation)
POS Can Help You Focus on Selling

- You are in the Business of Selling – Not Buying
- Let the Computer do the Ordering & Receiving
- Higher Margins are Killing Your Profits – What?
- Holding on to Margins Can Erode Your Business
  - Don’t let the big retailer take your business
- Buy What You Need and No More – Just in Time Ordering
- Sell More Products with a Wider Breath of Product
  - Run the “Slow Movers Report” and refresh stock with more Profit
Primary Benefits of POS Automation

• #1 -- Enhance the Customer Buying Experience!
  • Faster Check Out
  • Track Sales History & Performance
  • Integrated Customer Rewards Program
  • Professional Receipts, Labels, Statements & Signs

• Reduction in Human Errors

• Higher Level of Professionalism

• Provides Secure Credit Card Transaction Processing

• Easy Ordering – Less Outages
Questions and Answers?
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