

LEAD THE CHARGE IN THE NEW PARADIGM OF RETAILING

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

Charles Owen, Retail Consultant
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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





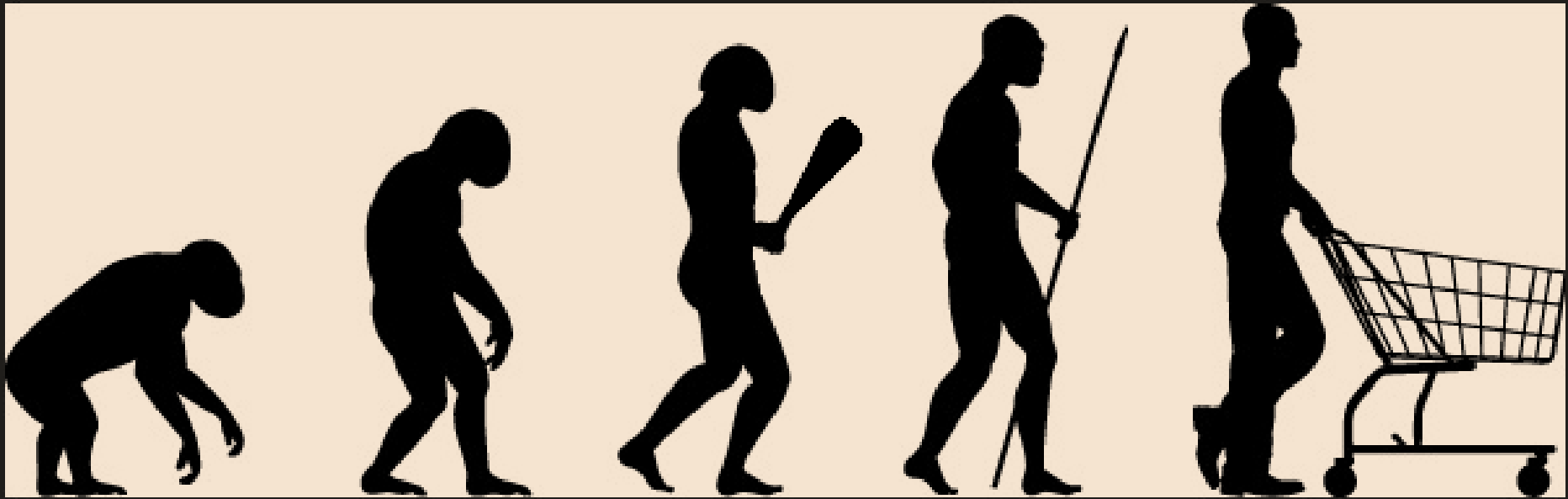
The Information Age

- 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



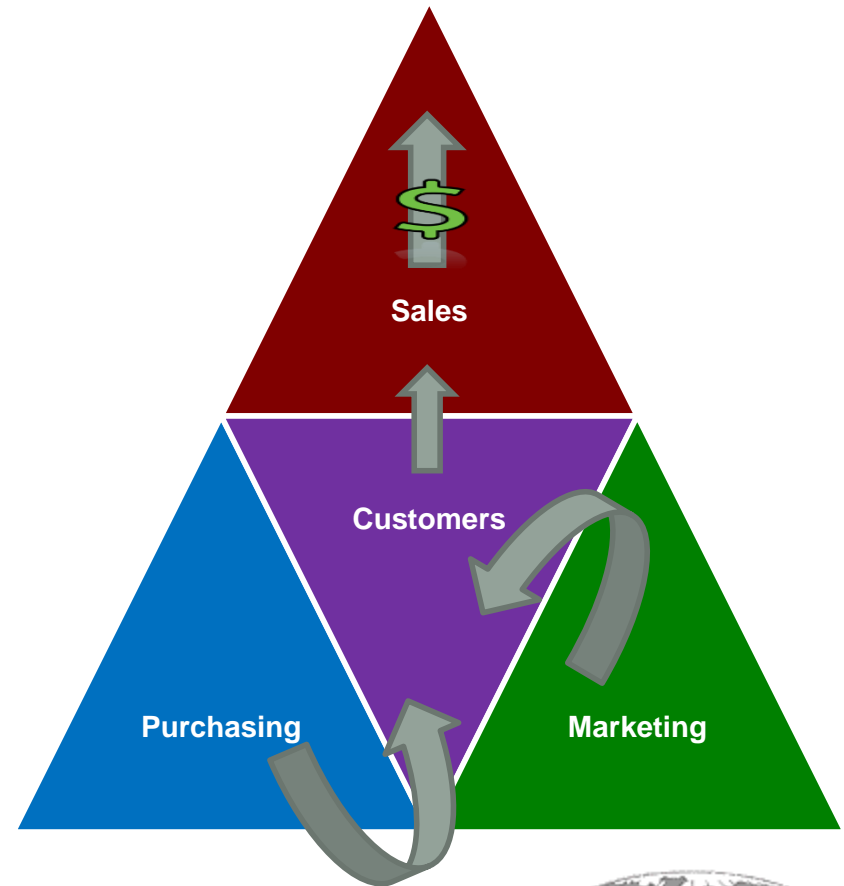
Retail Success Building Blocks



- 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



The Cost of Acquiring New Customers

- “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



#4 Planning & Execution

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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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