



# Getting Back to Basics: The Building Blocks of Retailing

Charles Owen

*Chief Experience Officer*

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# **WHAT YOU'LL LEARN**

- Today's retailing model
- Retail success building blocks
- Rewards of a customer loyalty program
- The importance of planning
- Some simple ways to grow your business
- Advantages of retail technology solutions
- Q&A

# Today's retailing model

# The Information Age



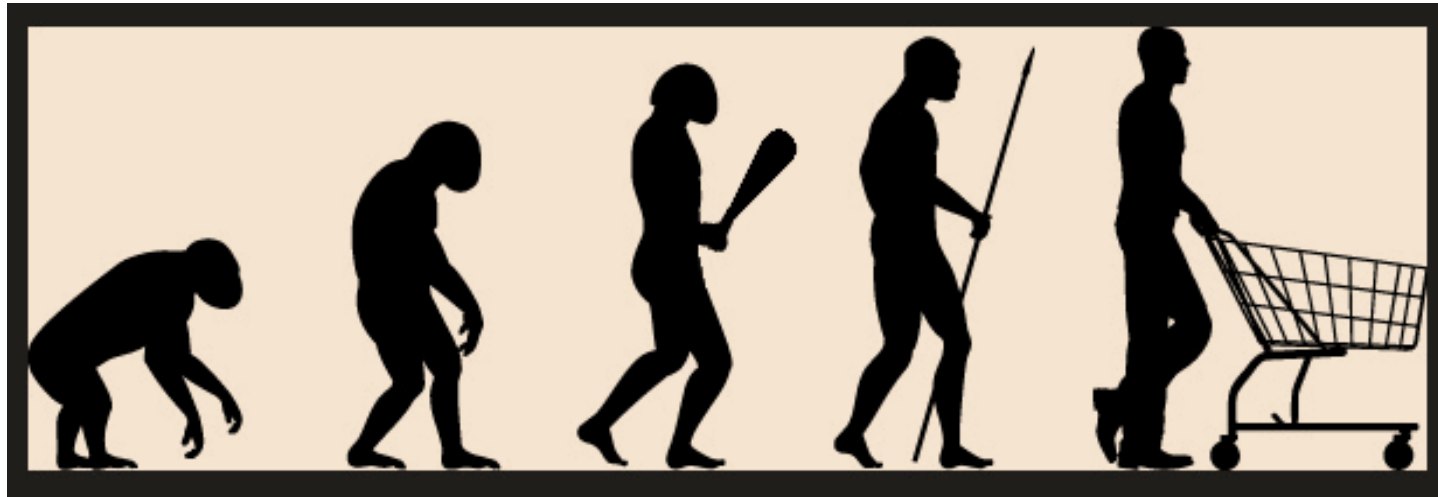
- Unlimited knowledge of retail:

- Products
- Prices
- Sales
- Availability
- Product reviews



- Consumers expectations are much higher.
- Customers want instant gratification.
- Customer have more choices/cheaper options.
- Getting dressed to shop is no longer a necessity.
- Retailers must be proactive and responsive to the needs of their customers.

## 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 and take back customers with excellent service.

## Add-on Services



- Enhance the customer shopping experience
  - Fast checkout
  - Excellent customer service
  - Clean, well-lit, organized and properly labeled bins
- Offer conveniences and savings
  - Historical lookups
  - Custom promotions
  - Preferential treatment
- Remember the 80-20 rule
  - 20 percent of customers drive 80 percent of your revenue

## The E-commerce retail swing



- The internet is your friend
  - Drive revenue whether your customers are “in line” or “on-line”
- Leverage existing branded e-stores
  - Ebay
  - Amazon
- Expanding your customer reach
- Benefits of e-commerce participation
  - Extends your customer reach
  - Allows you to compete more effectively
  - Offers more buying options to customers
  - Branch-out without a significant capital investment

# Retail success building blocks

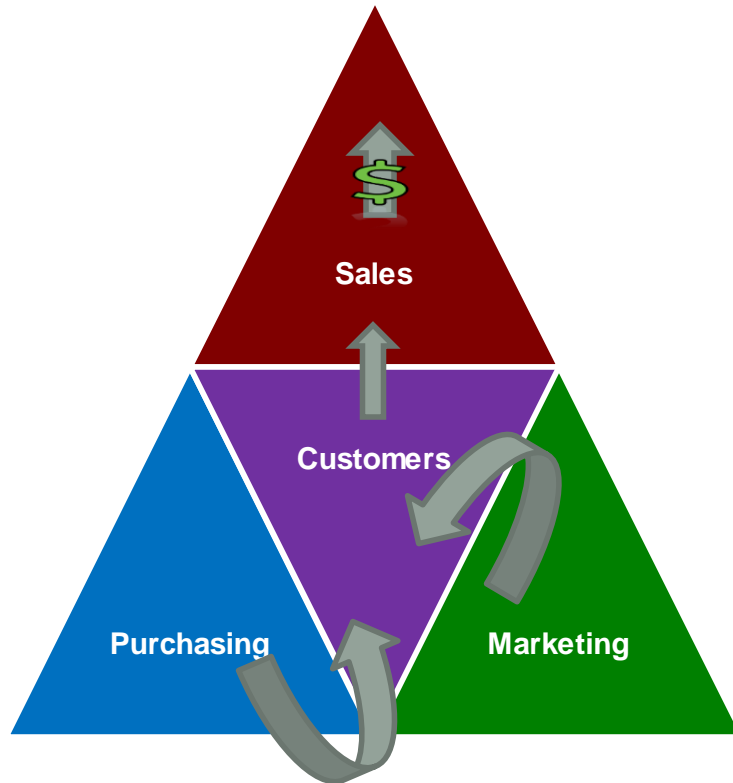


## Retail success building blocks



- 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 days you lose a customer are very, very bad days

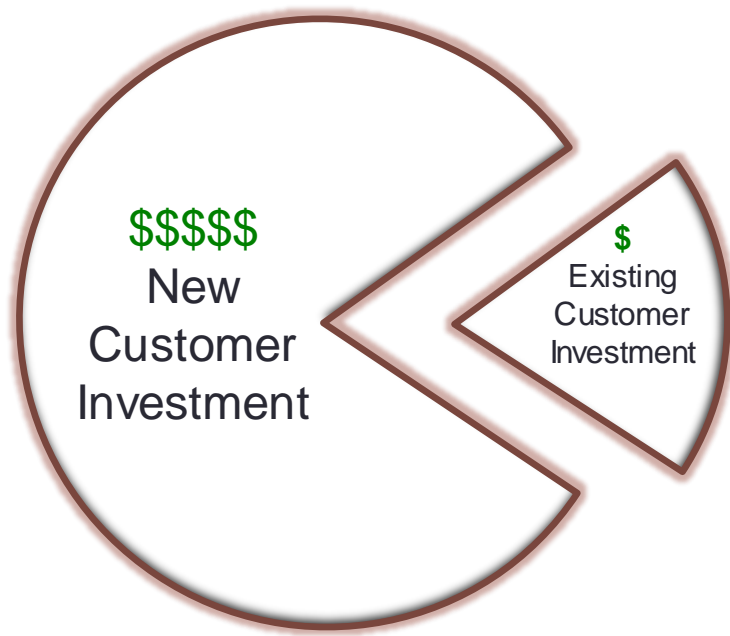
# Rewards of a customer loyalty program

## Customer loyalty programs



- Customers feel connected and have a sense of belonging
- Improves and personalizes the customer shopping experience
- Provides added conveniences to customers
- Customers are more likely to reciprocate
- Incentivizes to return more often and spend more
- Main advantage: collect information and market to your customers' needs

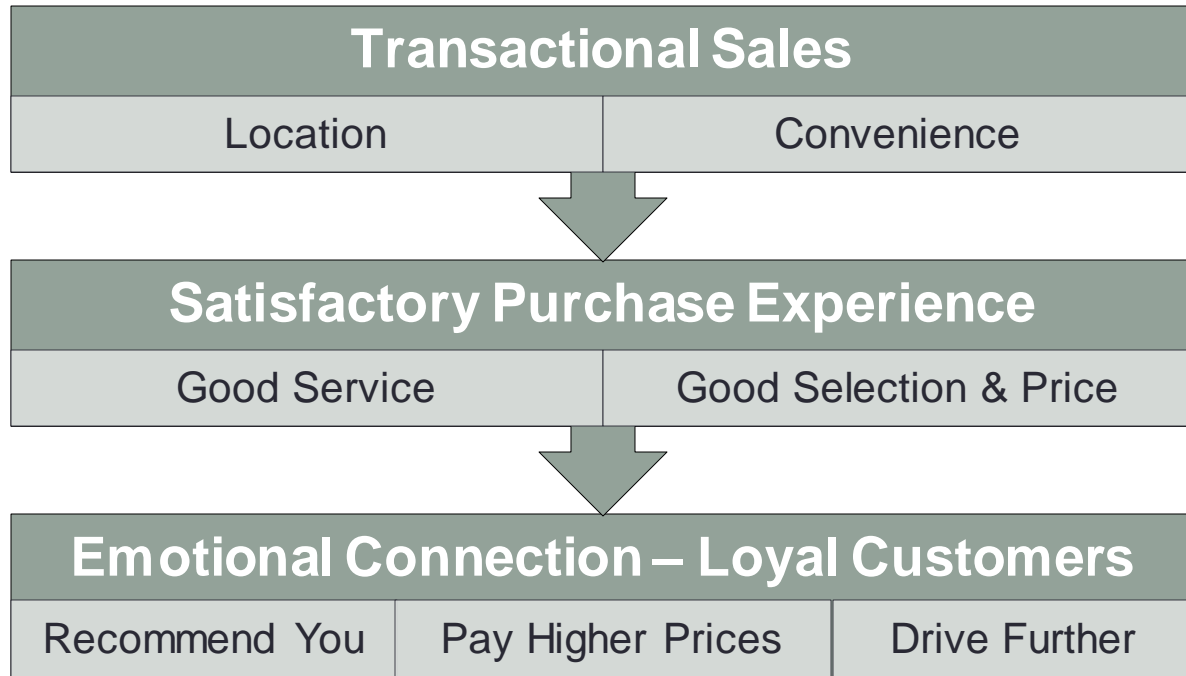
## Cost of acquiring new customers



- “Acquiring a new customer costs about **five to seven** times as much as maintaining a profitable relationship with an existing customer.”

... *BtoB Magazine*

## Customer loyalty factors



- Happy customers want you to succeed
- Satisfied customers are your best salespeople
- Create campaigns to recruit customers
- Start a grassroots social media campaign
- Offer educational “how to” seminars
- Incentivize customers to participate in referral program
- Engage in community activities

# The importance of planning

## Planning & execution



- Renovate growth
- Develop a detailed success plan
  - Growth goals and objectives
  - Incorporate revisions to keep up with new requirements
  - Measurable targets
  - Sharing your plans holds you accountable



## Why write down goals?



### Because...

- ...it forces you to stay focused
- ...it motivates you to take action
- ...it provides a filter for other opportunities
- ...it helps you overcome resistance
- ...it enables you to see—and celebrate—your progress

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

- Gail Matthews, Ph.D. Dominican University

Some simple ways to grow your business

## 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 customer 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 and inexpensive
- POS billboards
- End-cap videos
- Compete with the big-box stores
- Enhances the customers' shopping experience
- Manufacturers can help provide/produce content

## 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 and ineffective help
- Reduce your exposure, risk and 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 and unique selling niches
- Achieve “optimal stocking levels”
- Replace slow mover items with money makers

# Technology solutions



## 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 and 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
- Do not over-market to customers
- Give and take exchange (rule of reciprocity)

## POS can help you focus on selling



- Your business is selling – not buying
- Let the computer do the ordering and 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



- Enhance the customer buying experience!
  - Faster check out
  - Track sales history and performance
  - Integrated customer rewards program
  - Professional receipts, labels, statements and signs
- Reduction in human errors
- Higher level of professionalism
- Provides secure credit card transaction processing
- Easy ordering – fewer outages



## Learn More

To learn more, see the following resources in our [Help Portal](#)

- [Bridging the Brick & Mortar to E-commerce Gap: Connect Paladin to your Web Store](#)
- [Loyalty has its Rewards – Customer Incentive Programs](#)

### Retail Science

- [How to Build Your Best Retail Experience](#)
- [Retail Technology Simplifies Business](#)

A recording of this webinar will be available at [portal.paladinpos.com/webinars](http://portal.paladinpos.com/webinars).

## **Next Webinar:**

Failover: When Electronic Payment Failure is  
Not an Option

September 19, 2023

9am PT

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