



*The ILSBDC at Harper College is funded in part through a cooperative agreement with the U.S. Small Business Administration and the Department of Commerce and Economic Opportunity, and Harper College to help our local businesses start, grow, and expand.*

# How to Reinvigorate Your Retail Sales

## *Fresh and Time-Tested Ideas that Work*



Presented by Bonnie Richter, MBA  
Director, ILSBDC at Harper College

# Illinois Small Business Development Center

## *Business Advisers for Established and Start-Up Businesses*

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# The ILSBDC helps businesses...

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## Start, Survive, Expand, Prosper

*Our mission is to contribute to the growth and prosperity of existing business, and improve the success rate of new business formation.*

- Provide “No-Cost”, Confidential, 1-1 guidance, educational seminars, workshops



## Competing in a New Business Landscape

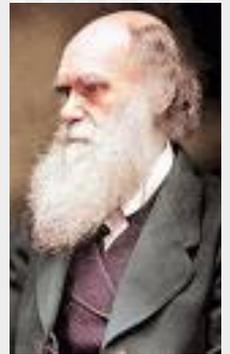
- Keynote: A Kick in the Attitude!
- Pink is Not a Strategy: Reaching Women—the World's Most Powerful Consumers
- How to Generate Leads and Find High-Quality Prospects Who Will Buy from You
- Your Website is Up—Are Your Profits?
- 7 Paths for Successful Social Media Marketing
- How to Create a Promotional Campaign Strategy that'll Sell

# Today's Topics

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1. Fresh Ideas
2. Time-Tested Ideas
3. Tools to Measure Performance



# Current Business Climate

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- “Darwinian Cleanse”
- Change and chaos
- Progressive thinkers will adapt



# 1. Fresh Ideas

- Engage with Experiential Retail
- Leverage Social Media
- Re-think product mix and pricing

# Engage with Experiential Retailing

- Age of commoditization, consumers shift focus from product attributes to **experience** obtained while using
- More relevant, memorable sensory experience = higher value, worth, and price
- Engaged, involved, have relationship with product, brand, company



# Engage with Experiential Retailing

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- **Experiential is never a commodity**
- **Experiential = differentiation/competitive advantage**



# Engage with Experiential Retailing

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- Example: The American Girl



# Engage with Experiential Retailing

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- Pioneer in experiential marketing
- Offers not just dolls, books and clothes, but:
  - A show
  - Museum-style exhibit
  - Photo studio
  - Etiquette lessons
  - Tea parties
  - Hair salon for dolls
- Destination for moms and daughters to spend the day



# Engage with Experiential Retailing

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What examples of experiential retailing can you think of?

- Build-A-Bear
- Apple
- Niketown
- FAO Schwartz

# Engage with Experiential Retailing



What **LOCAL** examples of experiential retailing can you think of?

- Walter E. Smithe
  - Beverages
  - Play area for children
- Quilter's Destination
  - Beverages
  - Quiet, comfortable sitting area



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# Engage with Experiential Retailing

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- How can you incorporate experiential retailing in your store?
  - Think how you may create
    - Shopping “adventure”
    - Leisure
    - Learning
    - Family time
    - Sensory (taste, touch, sight, sound, smell)

# Leverage Social Media

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- Many uncertain how to use
  - FaceBook, YouTube, Twitter
  
- Source new customers for niche biz
  - Tea fanatics friend w/other tea fanatics---  
introduce each other to favorite brands
  
- Commodity retailers
  - Sell exactly same goods as another store
  - Harder time using social media to drive sales



# Leverage Social Media

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Current research suggests  
**3 Key Reasons**  
emerging to get involved...



# Leverage Social Media

1. Customers who “friended” or followed retailers are interested in learning about new products, new and exclusive promotions
2. Customers who follow retailers are the best, most engaged, brand-committed customers
3. 80% shoppers who use social media list Facebook as a site they visit regularly
  - [YouTube](#) came in 2<sup>nd</sup> place with only 31% of shoppers



# Leverage Social Media

## Summarize

*Your best, most engaged customers would like to interact with **You** on Facebook (an incredibly viral platform) and want to hear about **YOUR** new products and promotions.*

**This is a great foundation for a successful strategy!**

# Strategies for Using Facebook

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## 1. Focus on best customers

- Focus on getting highest value customers as fans (rather than possible highest numbers)
- Most likely to recommend your company as “friends”
- Viral nature puts “Word of Mouth” on steroids
- Reach out with targeted messages and encourage to join because you will...

# Strategies for Using Facebook

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## 2. Give special promotions, news about products

- These are your best customers-treat them well and make them feel special.
- Give exclusive offers and early notice on new products
  - Caution: Not too many, too rich---unsustainable
  - Everything in moderation
- Reward: Highly-engaged customers

# Strategies for Using Facebook

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## 3. Leverage Facebook's viral features

- Encourage followers (best customers) to recommend to their friends
- Let them know exclusive offer can be shared with their friends by simply hitting the “share” link

# Strategies for Using Facebook

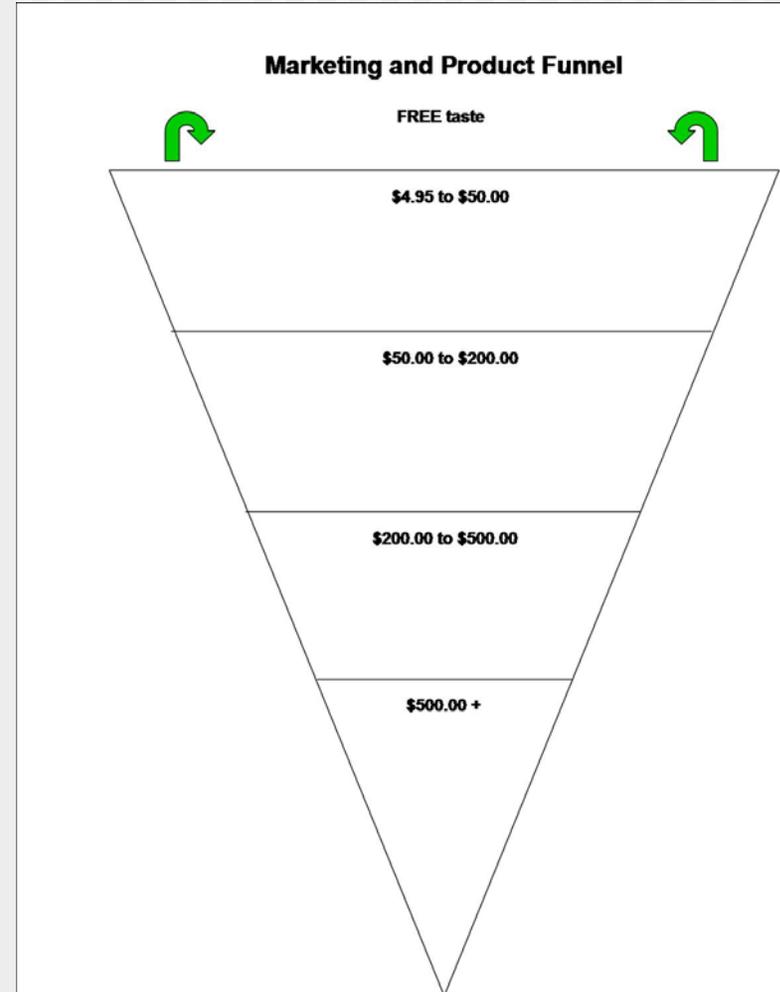
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## 4. **Make sure your page can be found**

- Facebook's search function isn't that great
- Will only find search if it is exactly titled, so think about how people might search for your brand, and name page with most common search term

# Rethink Your Product Mix and Pricing Strategies

- Re-evaluate your product funnel
  - What's in it?
  - Only high-priced?
  - Consider value and lower-priced options



# Rethink Your Product Mix and Pricing Strategies

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- Offer lower-priced versions existing products
  - Examples
    - Made-to-order food vs. prepackaged choices
    - Massage---a shorter session = lower price
- Identify willing to pay full-price
  - Analyze product mix & evaluate demand
- Results-based pricing
  - PR consultant – pay for placement only



## 2. Time-Tested Ideas

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- Reveal Your Customer's Needs
- Dare to be Different
- Connect with Your Customer

# Reveal Your Customer's Needs

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- When was the last time you did a market research survey of your customer's needs?
- Identify problems and opportunities
  - #1 piece of advice----talk with customers/firsthand experience



# Reveal Your Customer's Needs

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- Become solution to problems
- Keep customers
  - Retention part of strategy
  - Costs more to replace than keep



# Reveal Your Customer's Needs

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- Sample of questions to ask
  1. Needs/problems
  2. Why buying certain products?
  3. How they are using them?
  4. What may interest them in future?
  5. Like/dislike about your products
  6. When do they buy them (reason for purchase)
  7. Demographics
  8. Geography
  9. How much do they spend per visit
  10. Perception of customer service
  11. Ways to improve/new products

# Reveal Your Customer's Needs

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- Online survey software
  - SurveyMonkey ([www.surveymonkey.com](http://www.surveymonkey.com))
  - Zoomerang ([www.zoomerang.com](http://www.zoomerang.com))
- Before pushing “SEND” button
  - Determine survey objective



# Reveal Your Customer's Needs

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- Create focus group of customers to give feedback on what they want
- Remember objective
- Reward



# Dare to be Different

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- **Your USP—Unique Selling Proposition**
  - Unique thing that you can offer your customers and prospects that your competitors can't
  - Your USP is your "Competitive Edge"

# Dare to be Different

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**TIP:** If you find yourself “selling” the same thing, using the same words (service, quality, biggest selection) as your competitor in your promotional messages---you aren’t being different enough!

# Dare to be Different

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## **1. Understand the Characteristics that Customers Value**

Brainstorm what customers value about your product/services.

## **2. Rank Yourself and Your Competitors By These Criteria**

Identify your top 3 to 5 competitors. Being objective, score yourself and competitors on a scale of 1 to 10 for each characteristic, with 1 being the weakest and 10 being the strongest scores.



# Dare to be Different

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## 3. Identify Where You Rank Well:

Plot scores on a graph. *This tool will amaze you at how well it helps you spot your company's strengths.*



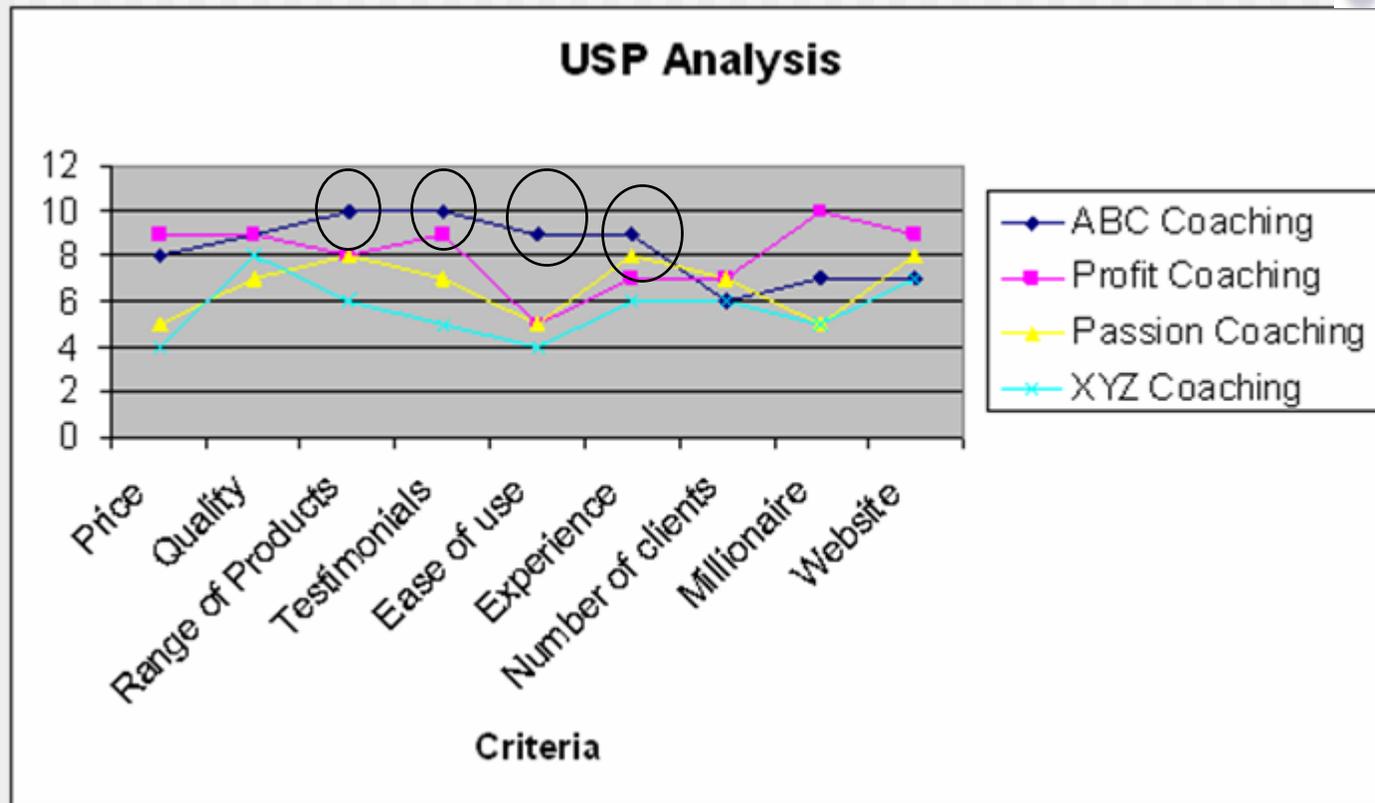
# Dare to be Different

- *Debbie Jackson, a business coach, was owner of **ABC Coaching**. Even though she had clients, she struggled to get as many new clients as she wanted. She felt a big part of the reason was because she did not have a distinctive market position to communicate how she was unique. She decided to do an USP Analysis to find out how she was unique from her competitors.*

<b>Criteria</b>	<b>ABC Coaching</b>	<b>Profit Coaching</b>	<b>Passion Coaching</b>	<b>XYZ Coaching</b>
Price	8	9	5	4
Quality	9	9	7	8
Range of Products	10	8	8	6
Testimonials	10	9	7	5
Ease of use	9	5	5	4
Experience	9	7	8	6
Number of clients	6	7	7	6
Millionaire	7	10	5	5
Website	7	9	8	7



# Dare to be Different



As the above graph shows, Debbie's USPs becomes clear. She offers the **highest range of products** with greatest **ease of use**, has the **highest quality testimonials**, and is the most **experienced** from the other coaching firms. (Using 2 is fine.)

# Generate Buzz



- Send press release to media when noteworthy events happen in business
  
- Free coverage possible
  
- Examples
  - Get involved with community events
  - Host classes
  - Meetings other networking events
  - Unique promotional event

# Generate Buzz



## ■ Steps

1. Pick a “Newsworthy” Angle
2. Write your press release in an inverted pyramid style
  - Who, What, When, Where, Why, How
3. Keep your release short and to the point
  - 500 words,
  - 1-2 pages
4. Keep your title to ten words or less
5. Include your contact information

## ■ How to write a press release

<http://bonitarichter.com/tag/press-release/>



# Generate Buzz

*On Occasion*  
Catering & Events



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## 3. Tools to Measure Performance

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- Same-Store-Sales
- Sales per Square Foot
- Sales per Linear Foot of Shelf Space
- Sales by Department or Product Category
- Sales per Transaction
- Sales per Employee
- Breakeven point





# Stay positive

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- Self-fulfilling prophecy
  
- People ask “How’s business?”
  - “Business is great!”
  - People attracted to success and prosperity
  - Send positive marketing messages
  - Pain and fear usually works
  - How make someone’s life better

# Closing

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1. Fresh Ideas
2. Time-Tested Ideas
3. Tools to Measure Performance