



Retailing is fun, and it is even more fun when your retailing strategies are successfully profit-driven to give results for you as the owner.

Retailing in NZ can be a challenge because there are often obstacles to be overcome such as location, ease of access for parking, ability of staff, and cash-flow problems associated with running a business whose main asset is the stock on their shelves and how quickly it turns over through the hands of customers.

As a marketing consultant, I spend a lot of time reviewing successful retail businesses and unsuccessful retail businesses I can recommend the following three strategies as proven profit building in action.

EXCITE

ENTICE, and

ENTHUSE!!

Excite -

Your customers with your methods of attracting them to your store location. Your advertising should give them reasons to visit, be very creative, simple and easy to understand. The window displays that you have should invite people to stop and look, the promotions that you undertake should encourage people to become excited about entering through your doorway.

Remember, the purpose of advertising is to attract people to your location – not to sell goods or services.

Hence your advertising instead of listening in a boring advertisement 'we stock the following products, vitamins, health supplements, dietary products, etc' give them reasons to purchase the product. E.G. we stock the vitamins to make you feel good, health supplements to overcome those problem areas, dietary products to help you manage your own lifestyle.

Dare to be different with your promotion, advertising and excitement as a way of leading clients through the doorway. Anything that is different is likely to be noticed, innovative signs, simple graphics, unusual events, stimulate the curiosity by being different and by being known for a place to go and visit and look around because it is exciting.

Entice –

Your customers with attractive offers, specials, suggestions, stories about how to use products, attractive displays that encourage people to reach out and touch and pick up and examine goods. Have a look around your shelf displays, make sure the products are front placed right at the edge of the shelves, clearly priced, arranged in attractive merchandising, and have a look at spaces where you can write or print on the computer suggested benefits, suggested uses, suggested stories about how other customers have used these particular products. You can walk into any store and see product displays, but a health food store can make themselves different by having information about how to use the

product, and stories of how other customers have used the product as a way of enticing customers to stay longer.

Have a look at your walking pattern around your store – does it encourage people to walk in a clock-wise circle around your store. This encourages them to linger longer, and ask questions about the products available.

Entuse –

How do you keep getting the customers to keep coming back?

The most important entusing of customers is to help them make informed buying decisions by giving them free valuable advice on which product is best for them and showing them the product by placing it in their hands and talking about the uses of the different product and how other customers or customers could expect to gain from the use of this product.

Customer purchase loyalty cards, sampling, tastings, demonstrations, incentives to introduce friends, special VIP only customer evenings, identifying your top 100 customers and then doing something special for them, using your sales skills to help customers make decisions all help to entuse the customer.

The powerful word 'thank you' encourages returns, appreciative comments, telling people how much you enjoy them coming to buy from you, remembering customer's names, small gifts with purchase, and the list goes on with many different things that you can do to make sure that the satisfied customer goes away telling their friends what a wonderful interesting place your store location is to come and look around. It is even better if they tell their friends you should buy from their because they are such friendly people to do business with.

Remember, customers come into stores because of the promotion that was done to attract them there, they stay in the store and have a look around because of the atmosphere and the image, and they come back with their friends because of the people that they met helping them to make informed decisions.

Here is an exercise for you. Write down 10 things that you can do in your business to excite, entice, and entuse your customers over the next month. Each thing should be something that you can accomplish in a day and when you've completed the list write it up somewhere and then every day for the next 30 days try to do that one little task in your store. I guarantee that if you complete 30 tasks in 30 days your business will be more enjoyable, more profitable, and you will enjoy opening the door every day to receive some more customers.

Enjoy your excitement, enticing, and entusing.

This article compiled by Richard P Gee, www.geewiz.co.nz.

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