

# Is Your Company Really Consumer Friendly?

## Simple Steps to Put Your Customer First, Keep that Customer and Close the Sale

What you can offer as a retailer that online and big box can not, aside from the fact that most items sold in this manner may have questionable quality, is a personalized experience making the customer feel respected and valued. When you make their shopping experience enjoyable, you gain their trust, and they are willing to pay for that experience. You close the sale and at a higher profit.



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### **1 Make Your First Impression Count**

The first touch your potential customer has with your company is a phone call. The person answering the call is so much more than just a receptionist and if they make the caller feel important, you're off to a good start. Consider this staff member more than entry level as their treatment of the caller can make or break furthering the relationship. How do you feel when you make a call and are asked to dial this or that, and then this or that again, only to get thrown into a voice mail? On the other hand, consider how you feel when a friendly voice picks up after a few rings and personally directs you to the right person. To think an automated attendant can save money is only for the short term, in the long term, a friendly voice keeps the customer engaged, satisfied and a well spent advertising dollar.

### **2 Create a Comfortable, Organized Showroom**

When the customer feels comfortable, they stay longer and listen better. Is the front of your store attractive and clean, is there easy parking, is your signage easy to read? While visual is the first impression, smell and sound aren't far behind. Consider where you prefer to shop. Stores that are clean, have soft lighting, a pleasant smell and background music always encourage a longer stay. These are simple, inexpensive changes you can easily make and the results often immediate.

### **3 Are Your Hours Good for the Customer?**

Are your open hours good for you and your staff, or your customer? Do your customers have time to shop after their work hours? If you close at 5 because it is good for you, you just handed all customers who can only shop after 5 to your competition. Consider staying open until 7, offer bottled water and let your customers know you are there for them. Do you shop on Saturday and Sundays? We all do. If you offer these hours, you capture more customers. Many shoppers will have the whole family in tow, provide a play area for the kids allowing the parents to shop and buy without distraction. It doesn't have to be anything extravagant—table and chairs, or even floor pillows with a TV where popular kid friendly movies are available. Offer a juice box then Mom and Dad have time to think and make a buying decision.

### **6 Use Word-of-Mouth Advertising to Your Benefit**

How much do you spend in advertising getting a new face to walk through the door? When a customer has a positive experience in your store, they come back, they tell their friends and family. It costs you nothing to be friendly and responsive to your customer. Repeat customers are the foundation of profitable growth. Get them and keep them!

### **4 Give Your Customers an Experience to Remember**

Experiential retail is yours. Customers can get from your showroom what they can never get from internet shopping, a personalized experience. Our lives are filled with stress and owning a hot tub or swim spa is an escape from that tension and anxiety. Have units filled and encourage a test soak with the lights and music on, giving them privacy and a moment to actually relax. Have a gallery of impressive installations playing as a slide show on a TV, if customers can imagine their backyard complete with a hot tub or swim spa, and you have gained their trust for service and installation, you've got the sale. An immersive experience where they can touch and feel puts you in the driver seat.

### **5 Have a Website Showcasing Products and Services**

Face it, the first place we all go to start shopping is a Google search. It is imperative you have a site that is attractive and up to date, offers a glimpse of your products and services and an easy way for customers to contact you. It doesn't have to be a complicated site, it does have to be professional and a good reflection of what you do, otherwise the customer moves on to your competition. Here at PDC Spas, we offer an API code with our full line-up of hot tubs and swim spas keeping you current without having to hire a webmaster. Contact our marketing division and we can assist you at no charge. Do you need to start from scratch with a site? We also offer services to get you ahead of the game in design, SEO and search results. Don't let this scare you, it's easier than you think and in today's market, you HAVE to have an internet presence.

