

Business Idea Zone



www.kizerandbender.com

Make Your Store a Fun Place!

We've noticed a definite trend in too many stores these days, and not a good one. Sometimes we can feel the anticipation when we walk in the door – the fear – will this customer buy something or is he or she just another browser? We understand why many retailers feel this way; the trick is not to let shoppers know that you're feeling it.

We visited Walt Disney World in Orlando the week former President Reagan passed away. Outside the Magic Kingdom, the American flags were flying at half staff. But not inside the park; here the outside world ceased to exist. Your sales floor should offer shoppers a similar respite from the trials and tribulations of the real world.

Make your store a fun place where shoppers experience that "you never know what cool thing is around the corner" kind of feeling that builds in the pit of your stomach. We call this feeling "**The Crackle Factor™**". Crackle isn't the merchandise you sell, and it's not the four walls of your store; crackle is what your customer feel each time they walk inside your front door.

Crackle begins with Shoppertainment – the combination of shopping plus entertainment that equals fun. The events you host make coming to your store an exciting adventure, and when shopping is an adventure, customers tend to stay longer, spend more money and return more frequently.

Are your special events and promotions causing commotions? If they aren't, call us. We'll be happy to give you plenty of easy-to-implement ideas to help you spin the doors on your store. And definitely lift your Crackle Factor™ up a notch or two.

Now, making your sales floor crackle in 2009 is going to take planning and effort and research. Research that's not limited to just other retailers, but also includes visits to hotels, theatres and community events – the places customers go for fun when they are not shopping.

You'll be surprised at the threads of ideas you'll find that you can mold into crackling services that are just right for your own customers. This isn't boring research, and it certainly can't be described as your basic research and development. Starbucks didn't invent coffee and McDonald's didn't invent hamburgers, they just did it better than everybody else. And their stores definitely crackle.

If your Crackle Factor™ has fizzled out then you need to seek professional help – from your own team of professionals. Ask your store associates what they'd do if they owned the joint. Ask what they've enjoyed at other establishments, and challenge them to come up with unusual marketing and promotional ideas. No holds barred! With a few tweaks, an off-the-wall idea just might become your claim to fame.

You can invite customers to brainstorm ideas too, when you ask your best customers and biggest fans to sit on your "Idea Generation Board." Invite all kinds of customers: women, men, children, crafters, DIYers, and design professionals. Can you just imagine the great ideas flowing, creating crackling ideas to thrill your customers and leave your competition in the dust?

You can help raise your Crackle Factor™ each day by asking customers who've made a purchase one simple question: "How did we do today to reach our goal of making your day?" Ask customers to respond on a scale of 1 to 10 (a score of 10 equals "Incredible"). Most customers will give you an explanation along with their score. Tabulate their answers and review the results each week in a meeting with your associates, discussing ways to raise your scores if necessary.

Don't wait another minute to increase your Crackle Factor™. Do It Now! Make the commitment to become the one store in town customers just can't wait to visit again and again!

Maria

**Ed
Hoy's**
INTERNATIONAL

1.800.323.5668
info@edhoy.com
www.edhoy.com