

How to Maximize Your Customer

The latest buzz words in the retail blogs lately are maximizing your customer. From what I've read, it is simply a lot of good old fashioned customer service with a few new twists.

Take a little time to work your business instead of just waiting for them to come in. Even in this poor economy, there is business out there. You just have to promote and market to make sure you are the one who is going to get it.

Look at your store through "customer eyes." Take pictures of your store. Now look past what you see every day.

- What is sitting in the background? Does it distract the shopper or enhance their shopping experience?
- What do your displays really say?
- What do the wall colors look like against what is in front of them?
- Are there a bunch of cleaning supplies shoved in the corner or a nice area to sit and rest for tired shoppers?
- Do your hangers on racks look neat and uniform? "No more wire hangers!," to quote Mommie Dearest.
- Is your lighting good?
- Are your aisles large enough for someone to walk through without brushing against the next rack?
- Do your dressing rooms look inviting or are there dust bunnies lurking in the corners?



—Kitty Boyce
NARTS Vice-President
The Kids Closet
Rochester, IL
217.498.9434
kitty@thekidscloset.net

Pictures do not lie and they show everything. Create a memorable environment so customers will spread good word of mouth about you.

Never assume your customer is finished shopping. Rather, when they indicate they are done, ask them "Who's next on your list?" By asking key questions while making small talk, you can uncover what their reasons were for stopping by your store. Then simply ask how else you can make their shopping list shorter. With time being a valuable commodity for many people, saving them another stop will truly help.

Make your customers happy, sincerely taking into account their needs, and do not concentrate on the sale itself. The sale will come. If you do not have an item someone is looking for but know a store that does, let them know where they can find it. What you gain in goodwill will pay off later.

Green is an important strategy these days. Recycle bags supplied by your customers. Put a sticker on each recycled bag and when a customer brings in a recycled bag, donate 5 cents to a favorite charity.

Quoting Maya Angelou, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." ♻️