

Ask The Hard Questions



As the specialty retail landscape continues to be more competitive, I urge clients to challenge all their assumptions and ask the “hard questions.” If we were going to create a marketing plan for your business or create a “re-positioning” plan, we would establish a certain criteria by which we would judge your current and potential market share.

Listed below are a series of the “hard, but definitive” questions you need to ask about your business today:

- What words would you use to describe your business? What words would your customers use to describe your business?
- What is your mission?
- Why would a potential customer want to do business with you?
- How educated are you and your employees about today’s retailing environment, trends, etc.?
- How do your customers perceive your business?
- What specific needs are your company fulfilling for your customers?
- What benefits/services do you offer that your competition does not?
- How effectively do you communicate with your customers?
- What can you offer a customer that is unique in this marketplace? What are your competitive advantages?
- What are you doing to ensure that customers will do business with you tomorrow?

Use this list of questions as a springboard for a staff “Innovation Session.” Put the questions out to the entire team and together work on this from the customer’s perspective. Today’s business environment no longer allows us to just meet the customer’s expectation – we must exceed it to gain loyalty.

***Remember, all cash flow originates from the customer’s wallet.
What are you doing to create WOW (weaken our wallet) in your store?***

Courtesy of Shop Talk