



Bob Pritchard

"International Marketer Of The Year"

Presentation to

India Retail Forum

8 Key Stages of Building Retail

- Attracting customers to the store
- Maximising sales opportunities in store
- Taking the emphasis off price
- Upselling to customers
- Customer relationship management
- Driving repeat business
- Maximising Internet capture
- Think outside the square
- Personal business drive

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How Do You Build Your Business?

- ❖ **Regular customers come in more**
- ❖ **Regular customers spend more**
- ❖ **You get new customers**

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The Marketing / Sales Focus

Features

“Features **NEVER** sell
Only **BENEFITS** sell”

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Product

**"92% of Customers Find
Like Products Interchangeable"**

Source: Harvard Business School

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Price

“ Only **13%** of Customers Buy
Based on Price”

87% Don't

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Brand Awareness

“University of Iowa studied 2000 products for 2 years and found **NO** correlation between the products people were exposed to and what they bought ”

Source: “Harvard Business School”

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Satisfied Customers

**"62 % of all satisfied customers
never repurchase from the same
source"**

Source: "Harvard Business School"

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Keys To Effective Advertising

- **Heading**
- **Graphic**
- **Caption**
- **Consumer Purchasing Benefit**
- **Emotion driven benefits**
- **Added value**
- **Risk reversal**
- **Call to action**
- **Test, test, test**

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Disneyland

The Happiest Place on Earth



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The Shopping Experience

"The amount of time a shopper spends in a store is perhaps the single most important factor when determining how much he or she will buy."

"The length of time a shopper spends in a store depends on how comfortable and enjoyable the experience is."

Paco Underhill
Retail anthropologist

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The Look of your Store

- **Consistency...easy to navigate**
- **Ambiance: music, colors, lighting, smell**
- **Interactive opportunities**
- **Tie products together**
- **Placement of key brands, top sellers**
- **Excellent sign posting**
- **Adding knowledge**
- **Suggestive selling**
- **Fun, enjoyable, educational**

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Taking the Emphasis Off Price

What is more important than price ?

- Quality information
- Awesome customer service
- Reputation
- Reliability
- Caring for your customer...after sale

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Taking the Emphasis Off Price

Caring for your customer

"64% of customers who stop doing business with you do so because they believe they are not important to you, not because you have upset them in any way."

PriceWaterhouseCoopers

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Taking the Emphasis Off Price

What Influences A Purchase?

- **Words** %
- **Tone of Voice** %
- **Body Language** %

Rob Whitewood Communications Researcher

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Taking the Emphasis Off Price

What Influences A Purchase?

- **Words** 7%
- **Tone of Voice** 38%
- **Body Language** 55%

Rob Whitewood Communications Researcher

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Taking the Emphasis Off Price

What Influences A Purchase?

- **Visual** %
- **Feelings** %
- **Logic** %

Rob Whitewood Communications Researcher

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Taking the Emphasis Off Price

What Influences A Purchase?

- **Visual** 45%
- **Feelings** 40%
- **Logic** 15%

Rob Whitewood Communications Researcher

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Why is Word of Mouth Critical?

- **No cost for customer acquisition**
- **13% of people trust corporate advertising**
- **94% trust family and friends**
- **Reduces price influence**
- **Increases ROI**
- **Reduces advertising cost**

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Contribution to ROI

	2000	2005
• Customer Service	26%	31%
• New Products	15%	16%
• Advertising & Promotion	14%	8%

PriceWaterhouseCoopers 2005

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Driving Business Growth

	2000	2005
• Customer Service	34%	42%
• New Products	31%	29%
• Advertising & Promotion	35%	28%

PriceWaterhouseCoopers 2005



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Customer Service Leaders

- **Can charge 9-13% more**
- **Grow 25-40% faster than competitors**

PriceWaterhouseCoopers 2005



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How Creative Are You?

Which number(s) do not fit?

1. $1/3$

2. $33 \frac{1}{3}$

3. 13

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DO IT NOW!!!!

0 YEARS

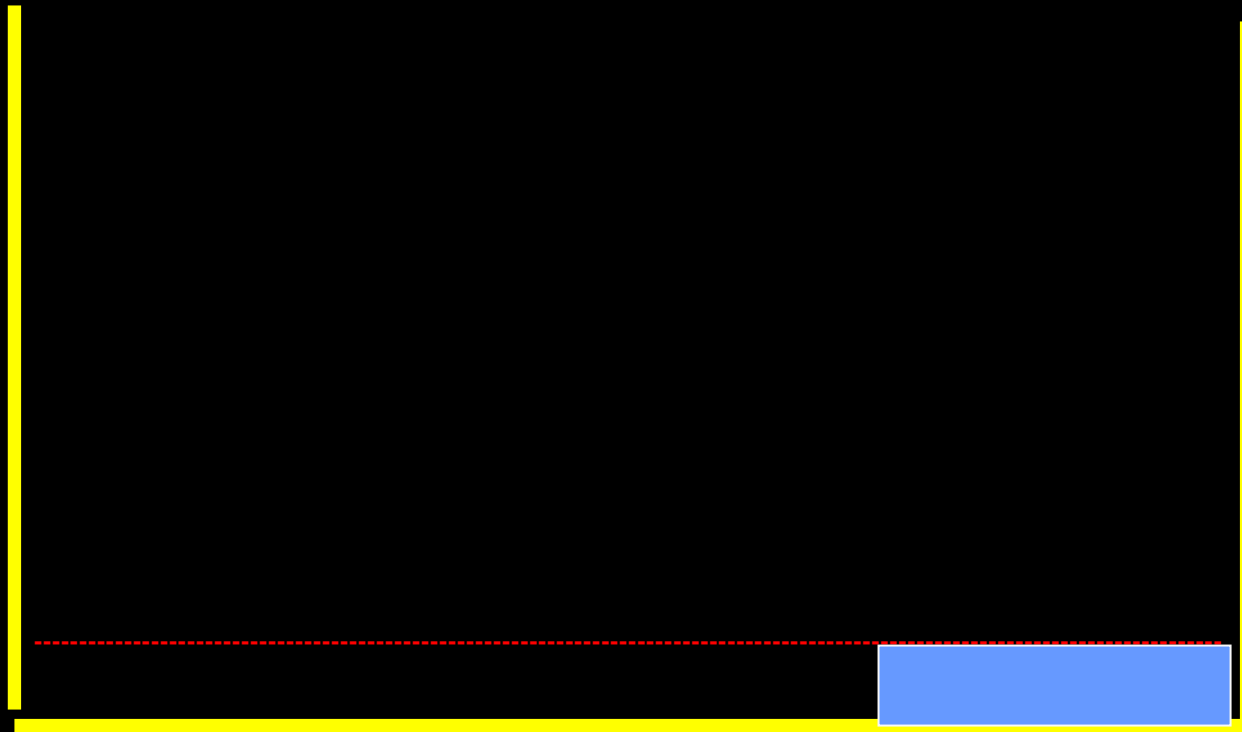
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0 YEARS

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