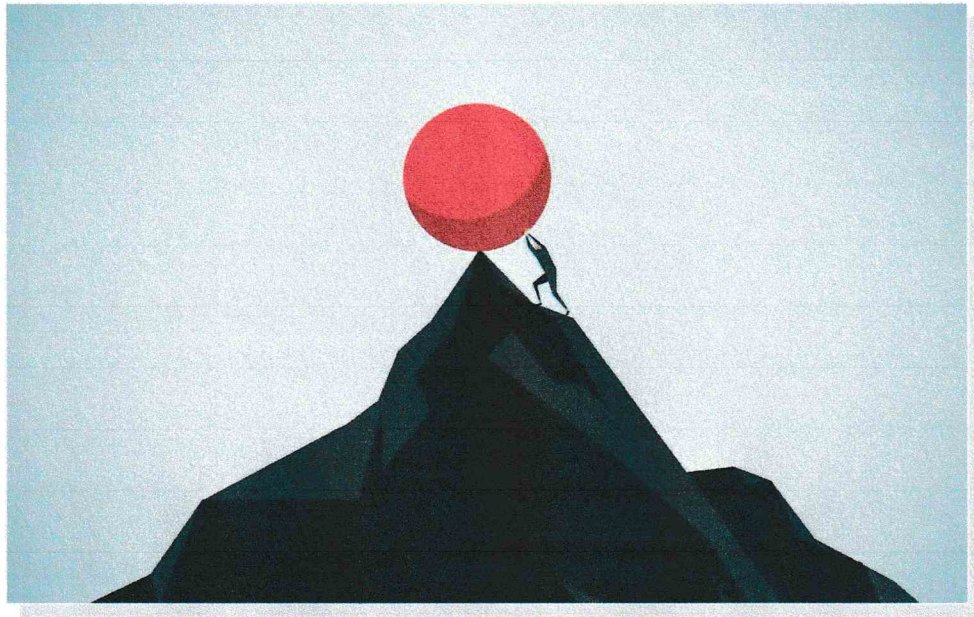


The Power Of Resilience



Prepared For:



Presented By:

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Shop Talk II

with Courtney Adkins



“Our mission is to assist businesses to optimize performance by providing practices and tools that will unlock their ultimate potential. Shop Talk II’s primary goal is to promote our clients success and prosperity!”

Available Services

❖ Market Research

Shop Talk II seeks to gather information pertaining to your business environment that can aid in identifying areas to grow your reputation and profitability. These services include conducting intercept surveys, mystery shopping, etc. Our Mystery Shopping services - or “service development snapshots” - will glean valuable insight that can be utilized for future training development. Our Mystery Shopping methodology includes testing various “touch points” of the business with your customers i.e. via telephone, online, and on-site to ensure an optimal customer experience.

❖ Workshops

Courtney will customize these workshops to your businesses needs to include interactive discussions pertaining to a wide variety of topics such as customer service, employee motivation, marketing, and many more!

Biography

Courtney’s zeal for wanting to assist businesses began when she graduated from Old Dominion University with a BS in Retail and minor in Marketing. Looking to apply the knowledge gained from her studies, Courtney began working for several companies - knowing first hand that trials and tribulations offer both a challenge and an opportunity to improve. Courtney had the pleasure of working closely for Margie Johnson of Shop Talk for six years. During this time, she was exposed to numerous aspects of business development and training. Courtney gained in depth experience working alongside Margie Johnson on a vast array of Shop Talk projects which encompassed retail, financial, service industries, Main Street, and multinational firms.

Courtney Adkins is dedicated to assisting businesses in maximizing their potential in the current economic climate. Her passion and professional acumen will serve any organization that wishes to form a better connection with its customers.





Contact Shop Talk II Today!

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Who Are Today's Consumers?

<p>Baby Boomers (1946-1964) Population: 69.6 million</p>  <p>Baby boomers</p>	<ul style="list-style-type: none"> Economically optimistic, idealistic, individualistic, prefer achievement over relations, competitive <p><i>Shopping preferences:</i></p> <ul style="list-style-type: none"> Convenience is most important While they shop online, prefer to shop in store Have high expectations of customer service
<p>Gen X (1965-1980) Population: 65.1 million</p>  <p>Generation X</p>	<ul style="list-style-type: none"> Individualistic, technologically adept, flexible, value work and life balance <p><i>Shopping preferences:</i></p> <ul style="list-style-type: none"> Typically research a product before purchasing E-mail is the best marketing tool to reach this customer Want quality customer service and trust store associates who can suggest the best product for their needs
<p>Millennials (1981-1996) Population: 72.1 million</p>  <p>Millenials</p>	<ul style="list-style-type: none"> Technology reliant, image-driven, multi-tasking, open to change, confident, team oriented, information rich, impatient, adaptable <p><i>Shopping preferences:</i></p> <ul style="list-style-type: none"> Shopping is enjoyable and a “social” event Use web devices such as computers, phones, etc. to research and purchase items Rely on friends/ word of mouth & social media for product recommendations
<p>Gen Z (1997-2012) Population: 68.2 million</p>  <p>Gen Z</p>	<ul style="list-style-type: none"> Technology dependent, entrepreneurial, realistic expectations about the workforce, etc. and hyper aware <p><i>Shopping preferences:</i></p> <ul style="list-style-type: none"> Use the internet to research products, compare prices, customer reviews, etc. While these customers do shop online they prefer shopping in store because of the “instant gratification”. However, this customer needs to be engaged with the retailer via social media and with in store technologies when in a brick & mortar store, etc. Likes to shop in stores where discounts or coupons are offered. They typically like to purchase items on sale

Shopping Trends For 2022 & Beyond

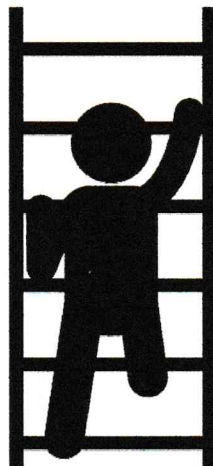
- 1. Brick and Mortar is here to stay-** Customers are still craving the in-store experience and the “instant gratification” that it provides. While on-line sales are still relevant, studies show that customers still prefer to shop and dine in physical locations. Customers want to see, touch, and experience the products that they are going to purchase. The in-store experience also allows for customers to engage with knowledgeable sales staff who can assist in building brand loyalty. However, businesses are going to need to elevate the customers experience through technology and exceptional service offerings.
- 2. Hybrid Shopping-** Customers no longer see the physical and online shopping channels as separate. These are now integrated into one experience. When customers are in-store, they expect that the digital channels be incorporated into their shopping journey. Some examples of hybrid shopping are curbside pickup, buy online and pick up in store, and direct shipping while in store. These strategies will continue to thrive and grow in the future.
- 3. Social Commerce-** This is being called the next “shopping revolution” as it will change shopping behaviors. Social commerce is when the customer conducts their entire shopping experience from product discovery to the purchase process on a social media platform. Customers spend on average 2.5 hours a day on social media so social commerce keeps customers on the platform of where they want to be (*study from Statista*). Shoppers now have an easy way to interact with brands and purchase products. Social commerce also allows for businesses of all sizes to connect directly with the customer.
- 4. Hyper Convenience-** In today’s world consumers have become accustomed to receiving their products almost instantaneously. A variety of services have been created to appeal to “on the go” shoppers. Services like same day delivery and 2 hour in-store pickup appeal to these customers. This will no longer be just an option but an expectation for the time starved consumer.
- 5. One to One Retail Experiences-** During the pandemic customers conformed to the idea that having an appointment, meeting with someone online, or limiting the number of customers in-store was the “new normal”. These new ways of shopping created more customized experiences. Customers now prefer the “one on one” attention and are wanting a more personalized experience when shopping. Businesses can offer in-store appointments, online consultations, and at home services as additional ways to connect with their customers. By offering the option for a more individualized experience it lets the customers and staff member build a relationship. This relationship building will lead to better customer retention.



Creating Great "Customer Experiences"

To Push Them Up The Loyalty Ladder

- **Listen to the staff-** If we expect them to take great care of our customers then we *must* take good care of our team.
- **Select friendly people with great attitude-** You can train for skill, but it is difficult to train for attitude.
- **Make sure the team members understand the common purpose, not just *the rules*-** Let them fully understand the level of emotional experience that you wish for them to create on the frontline. This helps them to go the "extra mile" through personal passion, not passive compliance.
- **Give them the tools to be successful-** Reinforce to your employees how they can use their creativity and/or sense of ownership to improve the customer experience. Get your frontline to share their insights with you and the other team members.



Building Positive Self-Concepts

Positive self-concept is the key to peak performance.

To have positive self-concepts, employees need:

A. **Challenge.** Give people jobs that make them stretch.

B. **Freedom.** Give people sufficient autonomy to work without close supervision.

C. **Control.** Set regular times for reviews and feedback.

D. **Respect.** Listen to others' opinions.

E. **Warmth.** Treat people in a friendly manner.

F. **Success Experiences.** Give people jobs that they can perform successfully at their levels of experience.

G. **Positive Expectations.** Continually tell people that you believe in them and that you expect them to do well.



How To Recognize Your Employees

1. **NOTHING** can replace a sincere, from the heart "thank you."
2. **LISTENING** sends the message that you care and that they are important.
3. **GET PHYSICAL** by using positive, non-verbal gestures such as a "high-five" or a "thumbs-up" as a form of recognition.
4. **ASK THEM!** Make a habit of asking your new employees how they would like to be recognized when they have done a good job.
5. **KNOW THEM AS PEOPLE!** Recognition at its most basic level starts with acknowledging who people are in life rather than what they are at work.
6. **CELEBRATE SUCCESS!** Continually ask yourself questions such as "who is a role model in teamwork?" or "who has offered impeccable customer service?" Then acknowledge and celebrate!
7. **FOCUS ON STRENGTHS!** Follow the "80/20 Rule": spend 80% of your time reinforcing what is being done right and only 20% of your time fixing what is being done wrong.
8. **DON'T FORGET THE MIDDLE STARS** - those people who are consistent on a daily basis and help to keep the business running.
9. **THE LAST TIME?** Review a list of all your employees and identify when and why they were last recognized. If you can't accomplish this, you probably are not doing it enough.

**"A soldier will fight long and hard for a bit of colored ribbon."
-Napoleon Bonaparte**

Communication within a team



- Involve team members in decision-making, goal-setting and problem-solving.
- Define goals clearly. Successful teams know their common goals and can work together to achieve them.
- Encourage a “team vision” and talk regularly about what it means.
- Clearly define performance expectations for each team member.
- Maintain trust and integrity. Successful team members feel safe expressing opinions and receiving feedback because they know the information will be used only for the good of the team.
- Use meetings effectively. Team members meet regularly to keep information flowing and communication open.
- Focus on cooperation, not competition, to achieve common goals.
- Build interpersonal relationships. Team members work together better when they have ties that go beyond work. Encourage the team to connect through extracurricular activities, have frequent recreational meetings, and establish strong one-on-one relationships.
- Build cohesion within the team by fostering each member’s role as dependent on all the others.
- Recognize a job well done by individuals and the team. Praise is one of your most important communication tools.
- Teach open and honest communication by example.
- Work to resolve conflict between team members in a swift and concise manner.

Good communication among team members is necessary for a successful and productive team. To keep communication open within your team, use this checklist as a guide to keep your team’s productivity high.

FIVE STEPS TO IMPROVING CUSTOMER SERVICE

Below are five steps to improve customer service within your business. Each step depends on the one before it. Following these steps ensures exceptional service will be offered to everyone who interacts with your business!

Start a long-term relationship by satisfying a customer.

Don't just close a sale. Remember to always seek to save the customer, not just the sale!

Ask the right questions to get customers to talk to you.

Seek to create rapport and trust.

Listen attentively to what the customers tell you. By using active listening skills, it allows you to know what the problems or opportunities are.

Educate customers about how your company's solutions will satisfy their particular needs.

Smile...it makes all things possible.

Tips on Building Customer Loyalty



- 1. Know who your customers are** - In order to truly establish relationships with your customers you need to know who they are. This means knowing their names, finding out about their lives, and understanding their buying habits. When you really take the opportunity to know who your customers are it will translate to more profitability and success for your business.
- 2. Create a customer loyalty program**- When you develop a loyalty program it rewards customers for doing business with you. There are numerous programs available such as point systems, punch cards, etc. By creating a loyalty program the customer feels justified in making a purchase at your business because it will lead to a reward. The incentive for you is that the customer will most likely spend more money on your products or services.
- 3. Set up a referral program**- The best form of advertising is by word of mouth. By instilling a referral program it allows your current customers to refer friends and family to your business. They will receive a reward every time they refer a new customer to your business. In turn this program helps you to attract new customers and lowers your marketing costs.
- 4. Play to your business's strengths and weaknesses**- If you really want to connect with your customers then you need to stay true to what your company is i.e. do you offer locally sourced products, only sell items made in the USA, etc. Focus on promoting how your business differs from competitors, what unique offerings do you have, and what are your company values.
- 5. Engage with customers on social media platforms**- Use social media to build and maintain relationships with your customers. Be sure to respond to customers when they post questions or reviews about your business. You also want to share relevant content about your business. It can be something as simple as showing "behind the scenes" of your stock room or doing a Facebook Live that shows current clothing arrivals.
- 6. Encourage customer feedback**- When you ask your customers for feedback regarding your business they feel valued. You can send out surveys, ask for them to review your business, or encourage them to e-mail you with suggestions of how to improve your products or services. Once you receive their feedback then implement some of the changes. This lets the customers know that they were heard and that you want to create a better experience for them.
- 7. Obtain customer's data**- When you obtain customer data it is beneficial in many ways. It will allow you to know how the customer likes to shop, what products they purchase, and how they want to receive their goods. This information can assist you when deciding what products or services to purchase and what inventory levels you should have. When requesting information it can be as simple as asking for basic contact information, preferred sizes, favorite brands, their birthday, etc.