



Monthly Focus

Why Customers Remember Me

What: Why customers remember you

Why: To help you understand how to be remembered and close more sales

Who: All showroom professionals, including managers. The more proficient you and your team are at following up and being remembered the more successful your store will be.

Table of Contents

Introduction	2
Why will they remember and buy from me?.....	3
Prospect File.....	3
Practice makes perfect.....	4
When is the best time to send a note or message?	5

Introduction

We live in a time when consumers are bombarded with opportunities to buy from local, international and global marketers. Consumers can buy online, in a store, via a catalog, or from house calls. There are so many brands and products competing for potential purchases it is vital to stand out in the crowd. At Leader's, we have a very loyal following. We have competitive advantages of price, selection, fast delivery, 36 month financing, the best online reputation, multi store buying power and you/a team committed to the guest experience. We have a soft-sell approach that customers seem to appreciate. To maintain and grow our customer base we must find ways to keep a healthy relationship with our customers so they come back to us plus tell their family and friends about Leader's.

In this time of technological ease of shopping, consumers still want a human contact to validate the information they have discovered online, they want to touch and feel major purchases, and to have a relationship with someone they trust.

We can easily fulfill these wants of our guests.

- ❖ We listen to what they have to say
- ❖ We ask about their space and how they want to furnish it.
- ❖ We use the room planner to help make the design and decision process simple.
- ❖ We only offer a limited selection based on the customers' needs out of our large selection.
- ❖ When we use free fabric samples to help customers feel confident in their choices.
- ❖ When we put forth effort to make guests feel comfortable in our stores and happy about their selection.



Why will they remember and buy from me?

Staying in touch with our guests and purchasers is the most important way to maintain and grow a relationship with them. We have these tools in place to make it easy:

- ❖ Ballot box entries to develop a contact record with new guests. Carry blanks in your pocket.
- ❖ Thank you notes to send to visitors or buyers. Write and mail as soon as possible.
- ❖ Email templates for you to use to send digital messages
- ❖ Prior customer lists for many years that have addresses and phone numbers
- ❖ A follow up Prospect file on Google Chrome that allows you to make and search records quickly and view from anywhere

LEADERS FURNITURE
www.leadersfurniture.com

* Phone: (555) 555-5555
 * Name: LUCKY LUCY
 * Street Address: 111 GOLDEN WAY
 * City: GOOD FORTUNE * State: FL * Zip: 00000
 E-mail: LUCKY LUCY @ GREAT DAY . COM
 Products Interested In: _____

What Brought You to Leaders?

☐ Previous Customer ☐ Word of Mouth
☐ Newspaper ☐ TV
☐ Radio ☐ Mailer
☐ Yellow Pages ☐ Internet
☐ Sign/Building ☐ Other _____
 (* Required Field)

Prospect File

Go to Google Chrome, click on Apps, then on Sheets or find your store copy here:

<https://docs.google.com/spreadsheets>. See below example.

DATE	FIRST NAME	LAST NAME	QUOTE	REMINDER NOTE	COLLECTION OR ITEMS	INTEREST	PHONE	EMAIL	ADDRESS	CITY
02/28	Gwen	Gable	N	Great sense of humor	Venice	Anniversary present				
03/30	Frank	Fuller	N	Parent of Ray player	Empire	4th of July party				
05/30	David	Dashing	N	Went to high school with brother	Boca Bay	Sale				
06/30	Candy	Corn	N	Lives in my home town	Cay Sal	Purple	444-444-4444			
07/30	Bill	Baron	N	Looks like my sister	Halleras	When in stock	555-555-5556			
01/30	Harry	Honest	Y	Oceanographer	Umbrella	Beach trip				
04/30	Erin	Enigma	Y	From Paris	Kenzo	After Christmas				
08/30	Any	Customer	Y	Has Kids & Dogs- Spring Birthday	Kokomo	Building new outdoor space	555-555-5555	anycustomer@gmail.com	1234 Any St	Anytown

Practice makes perfect

Athletes, performers, and successful people know that the more they practice and plan the more success they will have. Staying in touch in a friendly style with our customers only takes practice and very little effort.

- ✓ The more we use our prospect logs, the more names we collect, and the more relationships we begin to build.
- ✓ The more we help our customers with product knowledge and assistance, the more we are remembered.
- ✓ The more thank you notes we send, the more people are impressed that we remembered them.
- ✓ The more people we help to remember us in a positive way, the more customers we will retain.

Why do we call or send a message?

- ✓ To provide additional information
- ✓ To answer any unexpressed questions
- ✓ To thank our guests for visiting
- ✓ To thank our customers for their purchases
- ✓ To check on delivery experience
- ✓ To send a care and ownership packet
- ✓ To notify previous customers of specials or promotions on collections they own
- ✓ To just send a 'hello' or birthday or anniversary wish
- ✓ To help improve an unpleasant experience



When is the best time to send a note or message?

Immediately! Be the first your customer hears from. There are plenty of other retailers attempting to persuade your guest to buy from them. Stand out early!

In the past, sales teams kept hand-written books and files. Can you imagine the time it took to enter and then search for names, addresses, contact information or what they bought? Today, we can record far more information faster and can access it in a fraction of the time. Technology is a great assistant in this process. Use Google Chrome as your personal secretary to search your customer and guest history so you will be remembered and referred. Make your business about you not just about Leader's.

Thank you cards are required for eligibility for bonus. You must send cards to 50% of your purchasers to earn eligibility. If you need help determining what that figure is, please ask.

Doesn't everyone love to get a friendly, personal piece of mail?

