

10 Commandments To Retail

1. Customers will pay extra for your products.
2. Retail customers don't like to be ignored - Be Exceptional.
3. Customers will NOT buy from you just because you are open or have a website.
4. The buyer wants and expects to have humans to engage with.
5. The customer has agreed to spend money so they are investing time and energy to visit your store.
6. The customer deserves to be greeted positively and enthusiastically.
7. The customer deserves to have a manager say hi.
8. (**Most Important**) The customer is looking for the best solution, not the best price.
9. The customer is easy to please because their expectations of retail is so horrendously low.
10. The customer is likely to follow the first purchase up with multiple other purchases.

Bonus:

11. The customer will ALWAYS extend beyond their budget.
12. People are NOT just Looking.. There trying to solve something.
13. 80 of customers WILL purchase something more from what they originally came for.
14. The customer is MORE likely to buy something they WANT over something they need.
15. Customers HATE to wait.. for anything.

The 5 Types of Buyers

1. Loyal (60%)
2. Just Wandering (45%)
3. Has A Need (100%)
4. Impulse (85%)
5. Decides on price (18%)