

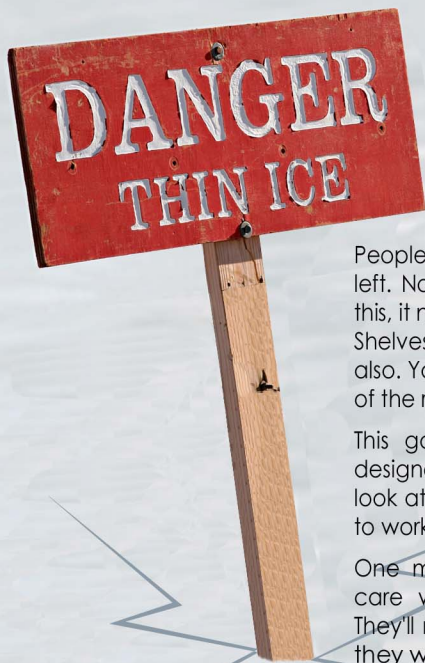
# Centrestage

Keeping you up with the play in Central City

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March 8th 2009

CENTRAL CITY BUSINESS ASSOCIATION



## YOUR SIGNAGE NEEDS TO WORK



**Paul Lonsdale**  
Central City Manager  
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People walk the way they drive – they keep left. Not only does signage need to reflect this, it needs to work at all angles. Shelves and racks work better at an angle also. You don't see road signs at 90 degrees of the road.

This goes for packaging too! It's usually designed to work face on; people rarely look at it that way at first. Packaging needs to work from every angle.

One more thing: shoppers don't know or care what your original intentions were. They'll mold a shop and its wares into what they want and if you watch them closely

you will learn a lot:

- Like the women who buy men's T-shirts for nightshirts.
- Like the men waiting for their partner, sitting on a display because there are no seats.
- Like the drive-thru where customers stop and eat in the carpark because the restaurant offers little privacy.
- Like the people drinking takeaway coffee on a bench opposite the shop, enjoying the sun.

It's useful to try and create a pinball effect. People should always be able to see somewhere else they want to visit. That means going in store, looking at the natural sight lines and interrupting them.

When people walk down an aisle and pick up what they want, **THEY WALK BACK THE WAY THEY CAME.** The most popular gear should be where the majority of people walk the longest distance.

But in the end, what a shopper wants, the shopper gets. Maybe in supermarkets there would be more new trial shoppers if there was a grab and go section at the front, for milk and bread. You would then have to seduce them like hell!

Different people shop at different times. First thing it's mums. After 5pm it's workers. Shouldn't you alter displays and signage to match?

People will not give time to read your sign unless it's **interesting** and **relevant!**

## Maximise your sales now by doing it right and faster Top Retail Salespeople...

1. Are able to relate to people easily. They can build rapport quickly; understanding people are different and each type requires appropriate approach and conversation.
2. Let the customer talk most of the time (preferably 80% of the time) by asking open ended questions to discover the needs and requirements of the customer.
3. Can recognise and relate to the objections and do not get defensive when handling objections.
4. Are able to identify and prioritise the requirements of the customer; and not just the apparent ones but possible hidden needs like status and prestige.
5. Know their products or services inside out and are able to find a good match between customer requirements and what the product and/or service can deliver.
6. Talk about benefits rather than features. They are able to express benefits in a simple yet effective and relevant fashion.
7. Always look for ways to improve their skills and knowledge. They attend seminars, read books and listen to tapes and CDs to discover new ways of increasing their effectiveness and productivity.
8. Are determined to win. They clearly understand the definition of success in their environment and the rewards that are attached to attaining it. They like to talk about their major achievements and look forward to doing even better.
9. Are self-confident and generally happy people. They don't necessarily show their burning desire to win to the outside world.
10. Like to help others when they can afford the time, however they also clearly understand that time is the most important resource they have and the only one that can not be recovered.

### Quote of the week

If we are going into a recession, let's not waste it!

**Even in a recession** there are opportunities but we have to be prepared to look for them and adapt what we do to ensure the best chance of our business survival. You can increase your market share by doing what you do better than your competition.

