

Retail Tactics  
Differentiate  
yourself and  
your business



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Objectives

- At the conclusion of this session the participants should be able to:
  - Understand several key strategies for business success
  - Have the tools to adopt several of the key strategies
  - Understand the value of employing customer research to provide superlative customer care



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Agenda

- Background and overview
- Provide incentive
- Offer value
- Differentiate products
- Get online
- Go social
- Measure your performance – Net Promoter Score



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### Background

- Small retailers, quite simply, cannot compete with the likes of Walmart or Amazon on price and expect to survive, no matter how you slice it. They need to compete on experience.
- When I visit a small specialty retailer, I don't expect to get deals from a clearance rack. I expect to have an experience.



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### Background

- Tell the story – make the sale



**The Messenger Bird Story**  
 "My idea was born at the kitchen table of my small apartment five years ago. Each bird is a result of human connections that come from the need to share a special moment with those we love."  
 Michelle Bakore  
 Author of *The Messenger Birds*

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### Provide incentive

- When I walk into a small specialty store, there is typically someone there with a bright smile to greet you; and perhaps share some information about the business or ask the purpose of my visit.
- Many specialty stores regularly hold events, such as trunk shows, sidewalk sales, and fundraisers to encourage people to visit



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**Provide incentive**

- Add some fun and publicity to your event – Engage a local radio station to come to the office and broadcast during your event
- Create an impromptu art gallery from the work of local artists
- Donate a portion of your profits to a local charity; have your vendors add to your donation



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**Offer value**

- Successful Small Specialty Retailers do not hide the fact that prices are probably higher. Instead, they create value by providing an experience when you visit.
- As well, regular patrons are rewarded with frequent specials through e-newsletters and social media. Unlike most small retailers, they put experience ahead of keystone.



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**Offer value**

- Shoppers prefer to buy from people rather than faceless companies, so they really value it when retailers offer them expert advice. This can transform the shopper and shopkeeper relationship from being purely transactional to being something much deeper and as a result can be a great way for businesses to build preference over a competitor.
- For instance, position a team member as a personal stylist to help a customer select frames that flatter their face; meet a business image and are within their budget.



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## Offer value

- Online retailers can provide expert advice to shoppers through interactive customer support via social media channels where many consumers will often look to source opinion before making a purchase.
- Retailers can go one step further by proactively producing content that shoppers may be searching for and will find useful, such as such as face shape guides; lens thickness comparatives; and YouTube advertorials that educate. Retailers could even invite shoppers to share their own advice to others

**ROUND** Balance curves with angled frames that are wider than cheekbones

**SQUARE** Soften jawline with thin frames that are rounded at the edges

**OBLONG** Offset length with round styles. Narrow frames will complement best

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## Differentiate products

- Because large retailers rarely take chances on new products or new designers, specialty stores have the first opportunity to offer exclusive new items.
- Look to bring in frames from smaller, newer designers; use lenses from sources not used by large chain stores; offer creative custom lens finishes and provide lenses that offer solutions to visual problems

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## Differentiate products

- Hold trunk shows using non-mainstream products
- Shop big box and large chain locations within your geography. Stock different product lines
- Find and use products and services, that provide significant patient benefits, not currently supported in large chain environs:
  - Medical model in the clinic; Dry Eye; Diabetic treatment; corneal reshaping
  - Create a blue light protection center; Sports eyewear for children; cycling enthusiasts center

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### Get online

- Offer frame catalogues and website to support the in-store experience.
  - Links to your suppliers' websites
  - Offer frame catalogues and website to support the in-store experience.
- Online shopping will continue to become a preferred method of shopping, particularly for your Millennial customers, so offering your clients this convenience will be a key to success



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### Get online

- Use site analytics—usage, time spent and other loyalty indicators—to better understand your customers' behavior and preferences
- Develop content strategies to better meet consumer needs



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### Go social

- Create educational videos and post on YouTube
- Ensure your website is updated regularly
- Facebook page active, fun, informational, encourage patient participation
- Monitor and manage review sites



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## Go social

- Instagram posts of before and after images
- Tweet news your patients can use
- A playful, yet educational newsletter
- Use Pinterest to communicate your local business
- Join the "buy local" revolution



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## Ask your customers

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## WHAT IS NPS?

- The Net Promoter System, used by thousands of companies around the world; NPS is both a Score and a System focused on measuring and managing customer experiences.
- At its core, the Net Promoter Score tracks how customers talk about a company to their friends and families.



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### WHAT IS NPS?

- But the Net Promoter System is more than a score; it's the process by which companies make the most of customer feedback each and every day, using it both to address customer concerns and identify opportunities to generate delight.
- It's been proven that higher NPS results in more loyal customers, which leads to more revenue, higher profits and greater growth.



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### WHAT IS NPS?

- Judging from the "core value" statements in most annual reports, the vast majority of business leaders want their company to grow by enriching the lives of their customers and employees.
- Net Promoter System is a practical framework for doing exactly that.
- NPS turns customers into "Brand Advocates"
  - Accurately measure customer service for every team.
  - Identify your strong and weak frontline leaders.
  - Analyze and share feedback in simple, meaningful ways.
  - Train and coach leaders how to delight more customers.



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### WHY NPS?

-  Promoters account for 80 percent of referrals in most businesses. (Net Promoter System, 2013)
-  Detractors account for 80 percent of negative word-of-mouth. (Net Promoter System, 2013)
-  Promoters generally defect at lower rates than other customers, which means that they have longer, more profitable relationships with a company. (Net Promoter System, 2013)
-  On average, an industry's NPS leader outpaced its competitors by a factor greater than two times. (Net Promoter System, 2013)

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### Does NPS work for small business?

- As a small business, you receive feedback directly from clients and can take action almost immediately. If a client is unhappy, you can reach out right away. If they're very happy, you can touch base to thank them for their business. This speed is an advantage that larger businesses don't have.
- Approximately **65% of new business comes from referrals**, making word of mouth your most valuable marketing channel. Since you don't have the multi-million-dollar marketing budget of a Fortune 1000 brand, maximizing referrals from happy clients is an excellent way to bring in new clients and fuel your business's growth.

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### Does NPS work for small business?

- Net Promoter Score gives you an accurate read on the quality of your service, sourced from a diverse sample of your clients. By tracking your business' NPS you gather full knowledge of its strengths and weaknesses
- In addition to reviewing the quantitative feedback, ensure you read the qualitative feedback – read what both your promoters and detractors have to say. You'll discover small improvements that can transform you from good to great. Review feedback from detractors and you'll discover your biggest weaknesses and clear points where improvement is essential

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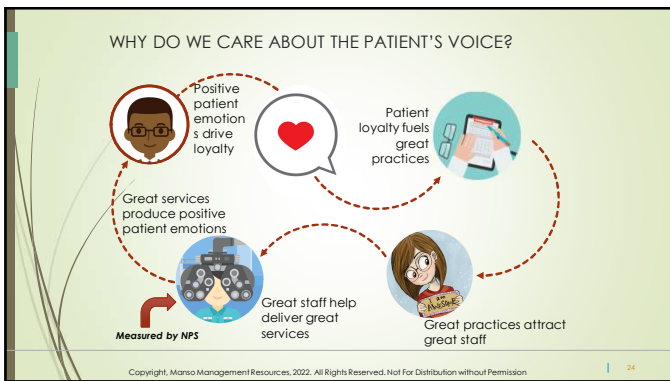
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**Use every opportunity to elevate the patient experience.**

Let's look at just 7 "moments of truth" in the patient experience. You have the opportunity to create a memorable and differentiated experience.

Staff: When scheduling an exam, When welcoming the patient, During case history and pretest, At check-out  
 Doctor: In the exam lane, At the end of the exam, At transition  
 Doctor to Optical

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**NET PROMOTER FRAMEWORK: THE BASICS**

Net Promoter is based on the idea that every organization's customers can be divided into three categories using one simple question.

*"How likely are you to recommend us to a friend or family member?" (also called "LTR" Likely To Recommend)*

DETRACTORS	PASSIVES	PROMOTERS
0 - 6	7 - 8	9 - 10
<p><b>Detractors aka the threat</b></p> <ul style="list-style-type: none"> <li>Rate you from 0 - 6</li> <li>Require proactive outreach to mitigate brand damage</li> <li>Are not particularly satisfied by your product or service</li> </ul>	<p><b>Passives aka the uncommitted</b></p> <ul style="list-style-type: none"> <li>Rate you between 7 - 8</li> <li>Are susceptible to competitive offerings</li> <li>Are left out of the NPS calculation</li> </ul>	<p><b>Promoters aka your fans</b></p> <ul style="list-style-type: none"> <li>Rate you between 9 - 10</li> <li>Are loyal and likely to repurchase from you</li> <li>Fuel viral growth through word of mouth</li> </ul>

Net Promoter System Principles and Practices | 26

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**NET PROMOTER FRAMEWORK: CALCULATING THE SCORE**

**NPS =**

$$\frac{\# \text{ Promoters} - \# \text{ Detractors}}{\# \text{ Promoters} + \# \text{ Passives} + \# \text{ Detractors}} \times 100$$

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### NET PROMOTER SCORE: EXAMPLE

Four weeks after NPS System launch, Dr. Seewell has received 12 surveys:

Patient Name	NPS Score	Patient Type
Mary Jones	10	Promoter
Mike Smith	9	Promoter
Peter Carter	10	Promoter
Jeremy Maas	7	Passive
Danna Mack	8	Passive
Juan Perez	6	Detractor
Amy Lau	10	Promoter
Matt Bellon	8	Passive
Chris Thomas	10	Promoter
Dave Song	9	Promoter
Erin Shaw	10	Promoter
Mike Jensen	0	Detractor

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-

2

X 100

7

+

3

+

2

NPS = 5/12 = 42

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### NET PROMOTER FRAMEWORK: DID YOU KNOW?

NPS ranges from -100 to +100.

NPS = -100  
If every patient is a Detractor

NPS = +100  
If every patient is a Promoter

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### THE COMPLETE NET PROMOTER SYSTEM –

**STEP 1: SORT PATIENTS**

Survey patients and sort them into Promoters, Passives and Detractors.

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### THE COMPLETE NET PROMOTER SYSTEM –

**3 EASY STEPS**

**STEP 2: CLOSE THE LOOP**

Execute both tactical and strategic closed-loop processes to help individual patients AND isolate systemic issues.

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### THE COMPLETE NET PROMOTER SYSTEM –

**3 EASY STEPS**

**STEP 3: MAKE THE PATIENT A TOP PRIORITY**

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