

10 WAYS TO *DELIGHT* YOUR BRICK & MORTAR CUSTOMERS

A SCENTPRESSION WHITE PAPER



SUCCESSFULLY COMPETING IN THE DIGITAL AGE

So many things these days are being done online that some people envision an economy where nearly all transactions are done via ecommerce, all of which can be scary for brick and mortar businesses. After all, you have rent and overhead, sales staff salaries and other costs that your online competitors don't. How can you successfully compete?

First, take a deep breath. You have some distinct advantages that your online competitors cannot provide to customers.

As humans, we share a number of characteristics. First, we are social creatures, so we like to engage with other people. For your business, that means that your staff needs to show interest in customers, display product knowledge and act in a way that is friendly yet professional.

Secondly, we like to have experiences with other people, like vacationing with family or shopping with a friend. This is next to impossible with

ecommerce, but easy to do at a brick and mortar business. Capitalize on this by making your business fun.

The element of surprise is an often-overlooked way to delight customers. Customers have certain expectations, which if not met will result in dissatisfaction. However, if you give them something pleasant that they were not expecting, the payoff can be immense. It will make their experience with you much more positive, memorable and shareable than just giving them the usual products, services and treatment.

Finally, invest in your customers' sensory experience with your business. Pay attention to the way your business smells, looks, sounds and feels. This sort of visceral sensory experience is something only a brick and mortar business can provide and can result in more sales revenue, more repeat business and more loyal and delighted customers.

“

Capitalize on something you have that your online competitors can't hope to replicate: your in-person customer experience.

”



10 Ways to Delight Your Brick & Mortar Customers

A Scentpression white paper



Try these 10 tactics to maximize your customers' delight

1. Say cheese! - Customers love to see pictures and mentions of themselves. Ask if you can take and post photos or video of your customers on your social media sites. This makes customers invested in you, increases social shareability and gives your business “social proof,” evidence that you have happy customers.

2. Please touch! - Research has shown that when customers touch products in a store (or even a clipboard with what they are looking for if you sell a service), they envision owning those items. Make sure you set up displays to encourage touching and trying out products.

3. No cost expansion - If your business space is small, customers may feel cramped and uncomfortable and might end up leaving without a purchase. Give them a sense of expansive space by diffusing the scent of cucumber in the air. For luxury products, use warm scents to create a sense of urgency and boost sales.

4. Build rapport - Online stores are strictly self-serve. Maximize your value by training your sales staff to build rapport with customers. Greet them with a warm smile and their name (if possible), know about the products and what they specifically like and make suggestions based on your knowledge.

5. Give them what they want - Keep track of what sells and keep those items in stock. If you run out, your sales staff should be trained to suggest alternatives. Many customers would rather get something than walk out empty handed.

6. Something extra - Customers love getting something extra and unexpected when they buy from you. In one study, waiters gave mints to restaurant patrons along with the check and boosted tips by 23% for the same level of service. Give out free samples, coupons for a subsequent purchase or a gift with your logo, and tell the customer what you are giving them to get the full effect.

7. Curate - Become the destination customers go to in order to benefit from your expert opinion or taste. This can be a collection of unique jewelry from your buying trips to southeast Asia, a selection of interesting gourmet cocktails, your staff's picks of recommended books or even your hotel's particular ambiance. Whatever you choose, it should be specific to your business and distinct from the mainstream offerings.

8. Get involved - If you have a local business, get involved in your community. Join your local chamber of commerce, Rotary Club or community service project to get to know potential customers, government organizations, media and influencers.

10 Ways to Delight Your Brick & Mortar Customers

A Scentpression white paper

You can even join (or start) a Shop Local group that boosts area businesses. When customers feel like patronizing your business is helping their community, they will want to do that more often.

9. Be the expert – Make it your business to know about what you sell. If you sell clothing, keep up to date on the latest fashion trends. If you have a hotel, make sure you are aware of the best local places to have happy hour, see the sunset or get the products unique to your setting. Be able to answer questions and steer customers in the right direction.

10. Set the mood – Only someone with a brick and mortar business can set the mood by controlling your sensory environment. Research shows that when customers are in a store that has a pleasant smell, they end up spending more time and money, buying more products and interacting more with the sales staff. In fact, stores with pleasant scents have been able to increase their sales anywhere from 10-300%. In addition, scent marketing has other benefits like improved customer perception of your business and what you sell, and can boost customers' intention to return to your business by up to 80%.

Scent that is related to your product or service can get customers in the mood to buy by subtly helping them to envision themselves in the specific situation. For example, Bloomingdales uses a baby powder scent in the baby department and coconut scent in the swimwear department and the M&M store in Times Square diffused a mouthwatering milk chocolate fragrance. Likewise, the robust smell of coffee draws patrons into Starbucks.

Some financial institutions use a warm fragrance with hints of vanilla to help customers feel more comfortable and trusting. A number of businesses create a signature fragrance that becomes a part of their branding and corporate identity to elicit certain emotions associated with the company.

Although not every customer will consciously notice the scent, the right scent will still make customers feel good, want to buy and above all, delighted with you and your business.

Contact Scentpression today to find out how you can use the senses to delight your customers.

“

Adding a pleasant scent to your business environment is the easiest way to get customers in the mood to buy.

”



10 Ways to Delight Your Brick & Mortar Customers

A Scentpression white paper

Find out how Scentpression can help you create an environment where customers want to buy

- Top scent experts work with you to extrapolate and enhance your branding through business atmospherics
- Commercial grade scent systems and huge fragrance library to choose from
- Completely serviced system, no maintenance or training required



www.scentpression.com
info@scentpression.com
561-246-2735