



TAKE A JOURNEY WITH YOUR CUSTOMER

Remember these lessons

- 1 Today's customers have a lot of information before they come to your store.
- 2 More than 90% of customers spend 6 1/2 hours online gathering information.
- 3 Customers use more than 12 resources to get information.
- 4 Three things that influence customers:
 - a. Websites.
 - b. Friends and family who share their experiences.
 - c. The in-store experience.
- 5 Smart sellers also have a lot of information. They do the same research that smart customers do.
- 6 If you know what's in your customer's brain, you will know how to present to them.

Use these best practices

Go on a "customer journey" similar to how a customer might research before going to a store. Every 6-8 weeks, visit your own website, 2-3 competitor websites, a mill partner website and STAINMASTER.com.

The results you'll see

- You'll be aware of what customers know before they come to your store.
- You can complement the information your customers have already researched.

Ask yourself

- The last time you were caught without certain information, did you immediately seek out that information and commit it to memory afterward?
- How do you shop online? Do you go into a store after researching? Why?
- What do you believe attracts customers to the internet as a platform for information? What's missing from that source that you feel an in-person experience could deliver?

"Digital interactions influence
36 cents of every dollar spent
in the retail store, or approximately
\$1.1 trillion total."

"Seventy-two percent of Millennials
research and **shop their options**
online before going to a store or
the mall."¹

¹ Source: "15 Mind-Blowing Stats About Online Shopping" [http://www.cmo.com/articles/2014/5/6/Mind_Blowing_Stats_Online_Shopping.html]