

Turning Browsers into Buyers

Having identified who your main customer is, now consider...

What makes her buy?

Product – the range is right for her, relevant to the museum, relevant to market trends, at the right price and desirable

Environment – a wonderful place to shop, beautifully looked after and inspirational with displays and merchandising which are easy to shop

Occasion

Mood – the atmosphere is relaxed, inviting and fun

Being successful in sales is about “so selling”. No one should be afraid of this as it has benefits for both customers and the venue. It all boils down to excellent customer service and having a conversation, and it starts from the minute they walk in.

It's all about listening first and then selling.

Remember the Four As

Acknowledgement – Acknowledge the customer and make them feel welcome, smiling and saying hello, making eye contact – developing your *retail radar* sixth sense.

Awareness – Being ready to respond if they need help and getting off to a great start by asking productive questions – making the customer feel comfortable.

Attitude – Being enthusiastic and passionate and making sure that the shop looks great. Stock is filled up and well-presented and you are proud of what you are offering. Showing confidence. Selling the benefits.

Appreciation – A little bit more than a thank you. Maybe telling them a bit more about the product, reassurance that they have chosen well. It makes a complete conversation from the moment they walk in until the moment they leave the shop.