BE
CONTAGIOUS
WITH ANNE OBARSKI

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The A.C.E. Model:
8 Steps to Delivering an Astonishing Customer Experience

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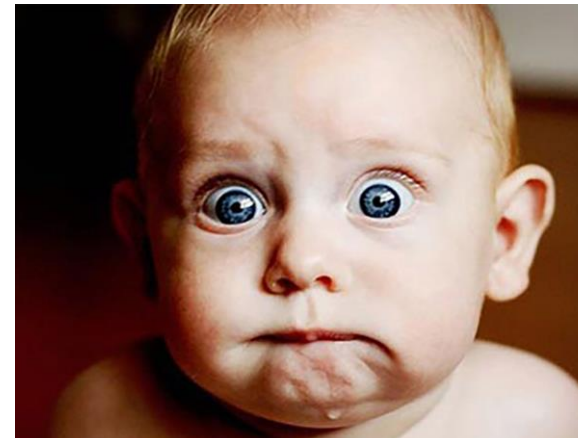

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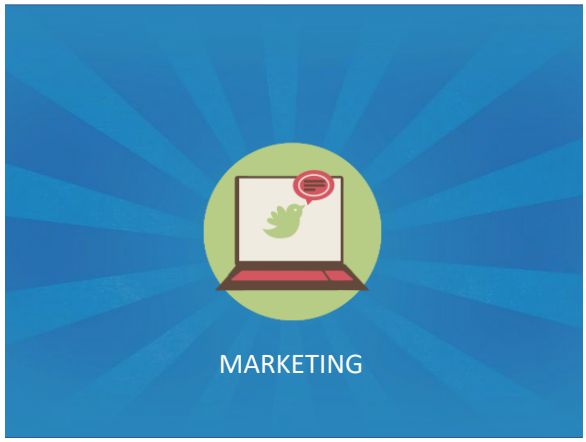
MARKETING

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word-of-mouth
$6 trillion annual sales
Influencer marketing!

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63,000 per sec
3.8 Billion per day
Avg person:
3-4 daily

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A.C.E. First Impressions

- Transition outside to inside= Decompression Zone
- Trigger the senses
- See through a woman's eyes

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First impressions

- Formed in first 10 sec.
- Exterior
- Front door
- Windows
- Customer makes assumptions

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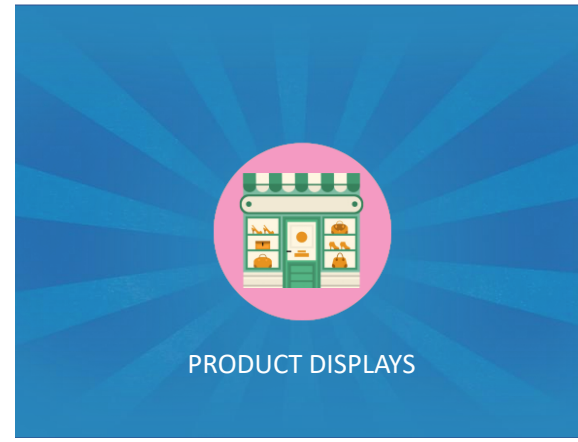

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Why Do a Display:

- Tell a story
- New Product
- Seasonal
- Create a "Z" pattern
- Power of "3"
- One is not like the other

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Make a Statement…

Create an Experience!

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Imagination is the key to planning eye catching and appealing displays!

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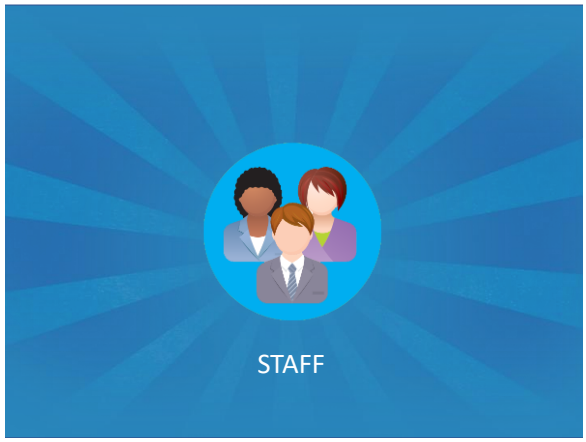

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Volunteers are unpaid not because they are worthless, but because they are priceless.

-anonymous

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- Diplomat
- Artist
- Magician
- Actor
- Teacher

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"Over 80% of businesses use

customer experience

as an area of differentiation."

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CONTAGIOUS Attitude!

- Listening Skills
- Be engaged
- Be a Problem Solver
- Be Empowered

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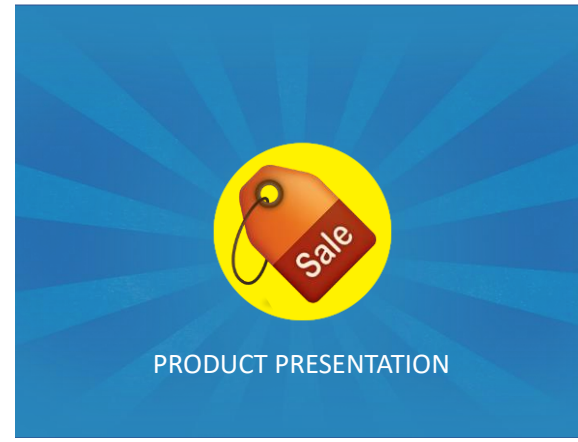

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A Merchandising pro says:

- Treat your merchandise like a boutique shop by creating stories…through color, category and trends within each area and each fixture!
- You have high repeat customers! Frequently shift inventory and displays in new ways.
- Simplicity…knowing how not to "overload" your merchandising. Give your customers some "breathing space".

Rena Rettinger Professional Stylist and Merchandiser

Follow on Instagram: renadesignandstyle

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***Art form* of merchandising**

- 45 degree line of sight
- "Right variant"- power wall
- Freestanding displays
- MAKE A STATEMENT!

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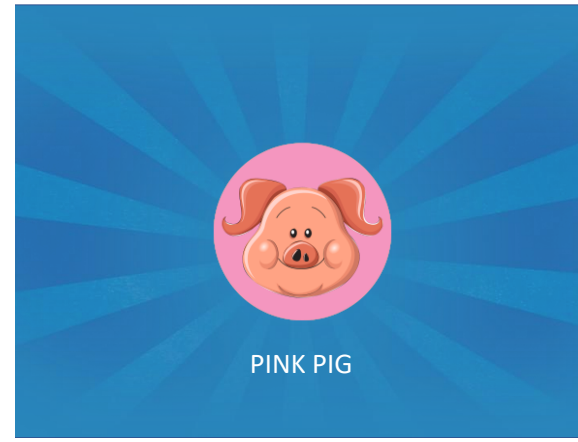

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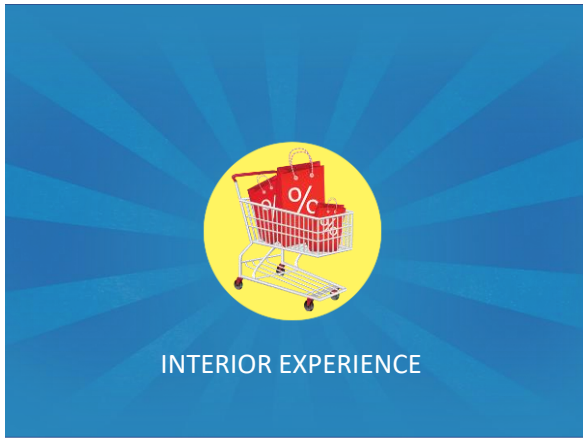

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Signage- the Silent Salesperson

- Helps customers locate specific products
- Provides product information
- Suggests items or special purchases

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Checkout

- ***Clean***
- **See your gift shop through a woman's eyes**
- **Impulse items**
- **Last impression**

#picture courtesy of the WVA Hospital Association

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I LOVE
Your gift
shop!

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"Customer service is your biggest defining advantage, why not make the most of it."
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