

# 10-Steps to Retail Success, part 4 (step 7)

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Founder of The Retail Champion



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# Introduction: Who am I?

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- Family of entrepreneurs for over 150 years
- Started “on my own” in 2006, after 15 years in retail, hospitality & leisure businesses
- Author of : “The Retail Champion: 10-steps to Retail Success” & “How to Sell to Retail”
- “Retail expert” contributor for media: TV, Radio and press
- Right now my time is spent helping businesses recover from the impact of covid, and, in preparing for the “new normal”...

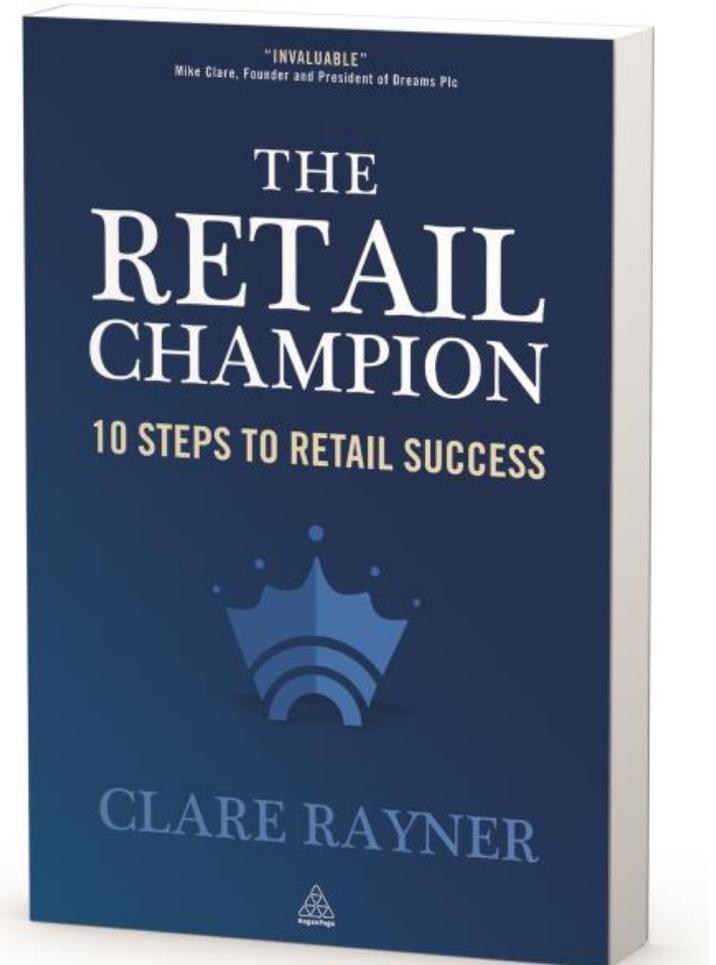


# What we will cover today: step 7 of 10-Steps to Retail Success

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10-steps to retail success is a methodology to enable retail business owners to develop robust and repeatable processes and systems to create scalable, saleable enterprises.

- Designing your Customer Engagement processes



# Why 10-Steps?

- Robust: Easy-to-follow, “fool proof” processes.
- Repeatable: Can be done to a consistent standard, time and again, replicating what your customers expect from you
- Processes & Systems: Day to day actions, transactions and analysis done to deliver the customer promise
- Scalable: Very important; growing your business without YOU becoming a bottleneck!
- Saleable: Ultimate endorsement of your success – your business has a value in the eyes of an outsider.



# Step 7: Customer Engagement Overview

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This is a 4-part upward cycle:

- **Attraction:** Knowing your ideal customer, right product, price, promotion and place
- **Conversion:** Visibility, availability, product information, competent staff
- **Retention:** Keeping your promises, being consistent in your service delivery
- **Referrals:** Your customer trusts you enough to recommend you



# Step 7.1: Customer Attraction

- Know the ideal customer's needs: products, prices, promotions, channels
  - Culmination of steps 2,3,4,5,6...
- PR & Marketing are also critical
- Be where your ideal customers are – before they're your customers!
  - Cover all bases - Online & Offline
- Use the positive referrals from loyal advocates to attract new customers



## Step 7.2: Customer Conversion

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- Store layout, visual merchandising & ecommerce design facilitate the customer journey
- Product descriptions, POS, pricing / promotional information and competent staff can inform the customer's decision
- Conversion is simple IF you've got the ingredients right AND if what the customer wants is in stock...
  - They can't buy what you've not got!
  - Step 8: Supply chain



# Step 7.3: Customer Retention

- Treat every new customer as though they are potentially your most profitable
- Frequency of visit and basket size can be increased by re-marketing
  - Consider offering loyalty rewards
  - Make sure you capture customer details when they are new to you – use CRM
- The key to retention is keeping promises, delivering a consistent service experience
  - Remember Step 2: Positioning...



# Step 7.4: Customer Referral

- Happens only when customers trust your brand enough to recommend you to friends and contacts
- You can encourage this but can't force it
  - Recommend a friend schemes
  - VIP customer events
- It can take place through word of mouth as well as online – reviews, social media
- Customer advocates contribute to attraction, hence why this is a cycle



# Step 7: Customer Engagement – Summing up

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This is a 4-part upward cycle:

- Attraction: Knowing your ideal customer, right product, price, promotion and place
- Conversion: Visibility, availability, product information, competent staff
- Retention: Keeping your promises, being consistent in your service delivery
- Referral: Your customer trusts you enough to recommend you

**This is THE MOST important of the 10-steps.**

**Get this right and you have your key ingredient in your recipe for success.**

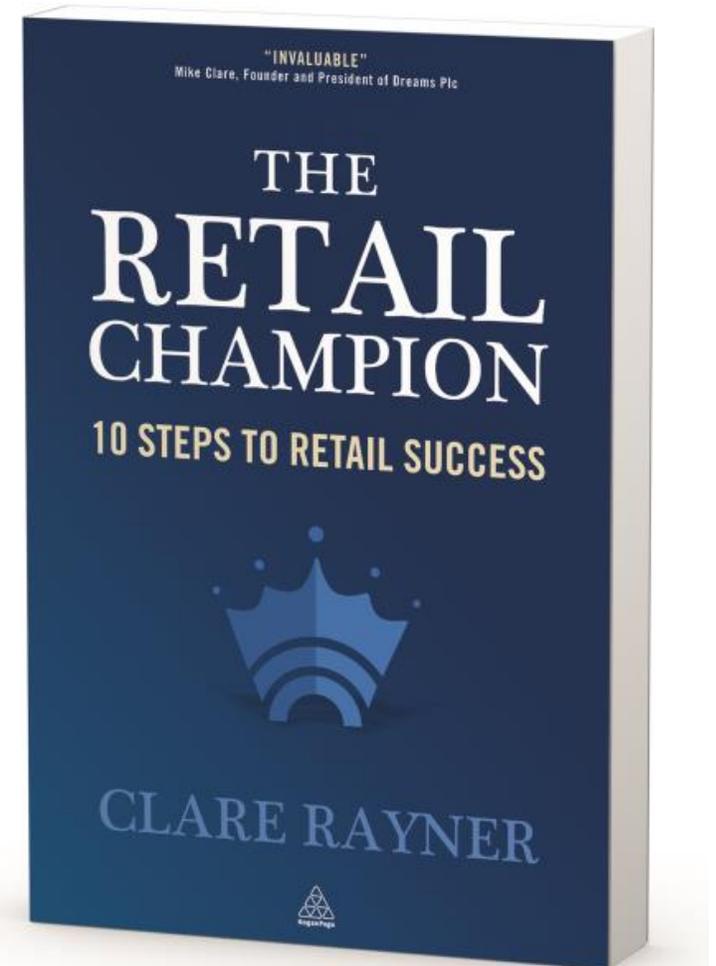


# What we have covered today: step 7 of 10-Steps to Retail Success

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- Designing your Customer Engagement processes



# Thank you for listening

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