

LOOKS GOOD WORKBOOK



CAMPBELLTOWN

LOOKS GOOD **WORKBOOK**

PURPOSE

Be part of our Street Appeal Grant Program and improve the outdoor appearance and ambiance of your business.

SCOPE

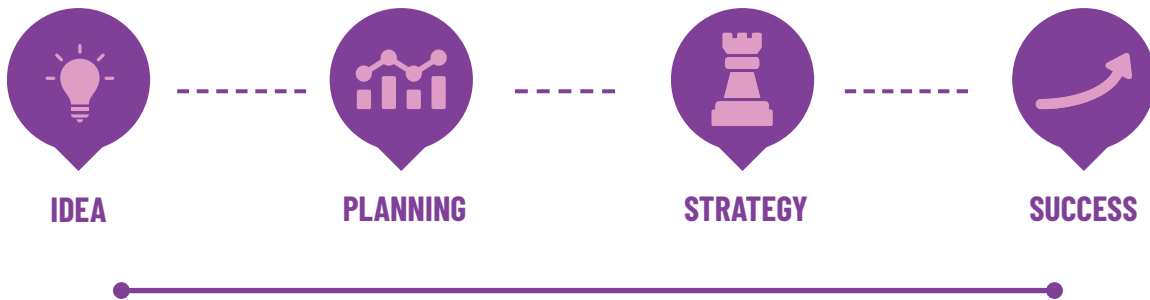
The pilot Street Appeal Grant Program will be rolled out to ground floor businesses located in the Campbelltown Central Business District (CBD).

OBJECTIVE

Enhance the experience for your visitors and customers while increasing the vibrancy of our city centre.

SUCCESS DRIVERS

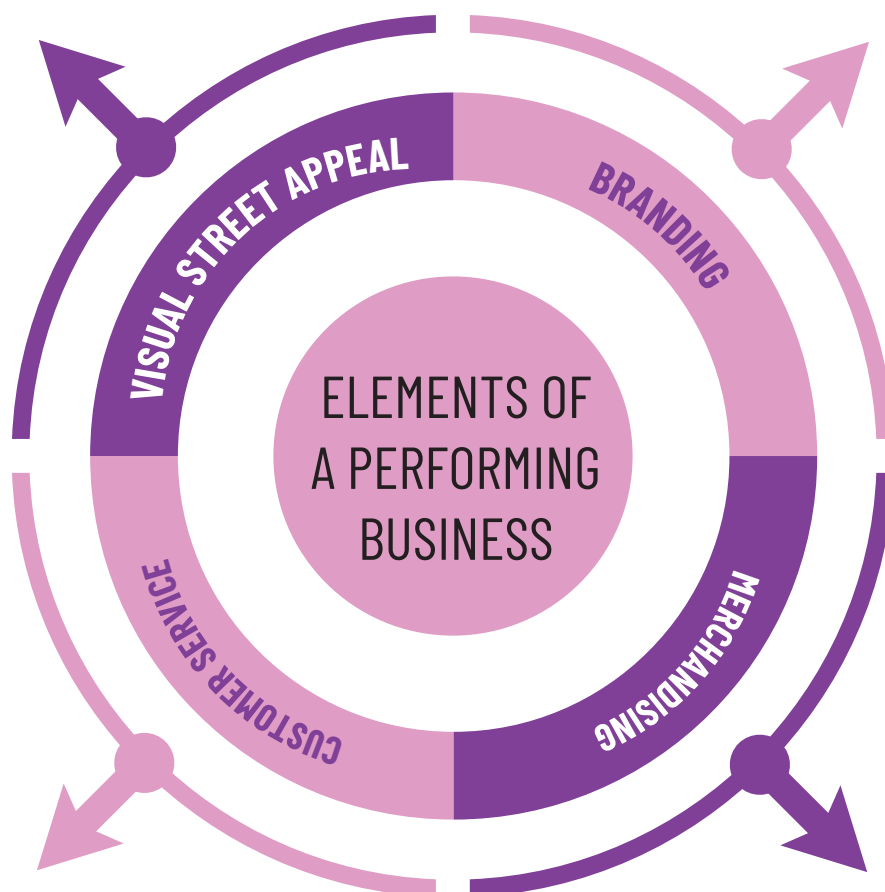
This workbook will help you identify what improvements you can make to increase the success of your business.



SUCCESSFUL BUSINESSES NEED TO LOOK GOOD AND RUN WELL

The **looks good** component of the grant program will focus on improving the street appeal of your business. This component will provide you with the skills to help improve the visual street appeal of your business, branding, customer service, and merchandising..

The following workbook provides a structure to help your business look good.



**VISUAL
STREET
APPEAL**

VISUAL STREET APPEAL

The term **street appeal** is often used by real estate agents – the better the street appeal, the quicker the sale.

Street appeal for businesses is just as important as it is for homes. Your shopfront is one of your most valuable marketing tools, as it is your first opportunity to introduce your business to customers.

A tired, run-down looking building that is lacking in signage is not appealing to passersby, leading them straight to your competitors.

See below an example of an inviting shop front and one with a little less appeal. They may offer the same service, but one is distinctly more inviting.



REFLECTION #1

How do you think your business looks from the street?

Market research on street appeal shows that 95 percent of customers said that a store's external appearance influences their decisions on where to shop.

The findings also showed that:

- Two-thirds decided not to visit a store based solely on its appearance from the street.
- More than half avoided a store due to a "dirty" appearance from the outside.

Nearly 40 percent won't enter a store that doesn't "look like a place I would normally shop."

REFLECTION #2

Now, go outside and look at your business from the street.

How can you improve your street appeal?

IDEA CHECKLIST #1

Tick the below tips that you could implement to improve the street appeal of your business.

Put some greenery out front

Hanging flower baskets or planters at either side of the door add a splash of color and greenery to the entrance, making the store look cared-for.

Get a welcome mat

A tiny, affordable change that makes every customer feel welcome.

Rebrand

If you're revamping your storefront, why not refresh your branding at the same time? This can be a great way to signal a new start for your business.

Refresh your signage

Invest in new and inviting signage and replace the old peeling paint and faded colors.

Add a splash of paint

Repainting walls and window frames can give your store a new lease of life. It makes it look fresh, brand new and cared for.

Sweep the footpath daily

Make it part of your daily routine to sweep the front footpath. An instant fix to make your store more appealing.

Inject some color

Make your storefront vibrant, colourful and memorable. What better way to make your store stand out from the others on the street?

Change your window display regularly

Keep regular passersby interested in your store, eager to see what the display will be next.

Make it clear what your business offers

Make sure your signage or display communicates what your business offers so any passerby can tell immediately.

De-clutter

Take down anything that detracts from the appeal and message of your store front. Clutter looks untidy and can be confusing for the customer.

Clean the windows

Clean, sparkly windows can make a huge difference to the appeal of your store.

Help your neighbours tidy up

Improve the general area around your store by offering help to your neighbouring businesses.

Display your most appealing goods

Reserve your window display for your most prized and appealing items to attract customers in from the street.

Advertise sales and special offers

Your main goal is to get customers through the door, and what better way to do it than with a regular program of sales and special offers? Everyone loves a bargain.

IDEA CHECKLIST CONTINUED...

Consider installing new shop furniture

An attractive new awning or brand new door could add curb appeal.

Don't forget about maintenance

The smaller things like gutters and door handles are important, so make sure you pay attention to their maintenance.

Put your rubbish out of sight

Rubbish bins are not the first thing you want customers to see when they approach your store. Tuck them away out of view, or at the back of the store, instead.

Use seasonal décor carefully

It can be great fun during the holidays, but don't forget to take it down on time.

Be dog-friendly

Even if you don't permit dogs in the store, a bowl of water and somewhere to tether a dog are great ways to win over dog-loving customers.

Be accessible

If feasible, consider how you could make your store more accessible for disabled visitors, such as a ramp to the door.

Consider landscaping

If you have outdoor space at the front of your store, look into how you can make the most of it with flowers, bushes and even trees.

Maintain paths and steps

Your customers need to be able to enter your store safely and easily.

ACTION LIST #1

Reflect on the above and list the top 5 changes you can make to improve your store's street appeal:

- 1 _____
 - 2 _____
 - 3 _____
 - 4 _____
 - 5 _____
-
-
-
-
-



BRANDING

BRANDING

Branding is one of the most important aspects of any business, large or small. An effective brand strategy gives you a major edge in increasingly competitive markets.

Your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates you from your competitors. Your brand is derived from who you are, who you want to be and who people perceive you to be.

A well-defined and carefully executed brand strategy bridges the gap between your current and future customers.

Your brand is the combined aspects of your company's identity that make it so recognisable, and includes: name, logo, identity, strategy, colours, website, marketing materials, customer service, inhouse music, scent, and lighting. So, the question is, do you have a memorable brand?



REFLECTION #3

What makes your brand memorable?

REFLECTION #4

How can you improve your brand?

IDEA CHECKLIST #2

Tick the below tips that you could implement to improve your brand:

Get signage

Make sure your business is recognisable from the outside with your brand.

Get a great logo

Place it in prominent locations.

Write down your brand messaging

What are the key messages you want to communicate about your brand? Every employee should be aware of your brand attributes.

Integrate your brand

Branding extends to every aspect of your business. How you answer your phones, what you or your customer service staff wear, your email signature, everything.

Create a “voice” for your company that reflects your brand

This voice should be applied to all written communication. Is your brand voice friendly, classy, formal?

Develop a tagline

Write a memorable, meaningful and concise statement that captures the essence of your brand.

Design templates and create brand standards for your marketing materials

Use the same color scheme, logo placement, look and feel throughout. You don't need to be fancy, just consistent.

Be true to your brand

Customers will return to you and refer you to someone else when you deliver on your brand promise.

Be consistent

This involves all of the above and is the most important tip.

ACTION LIST #2

Reflect on the above and list the top 5 ideas you can implement to improve your business's branding:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____



CUSTOMER SERVICE

CUSTOMER SERVICE

Customer service is the support you offer your customers both before and after they buy and use your product. Customer support is more than just providing answers, it's an important part of your brand promise.

It doesn't matter how great your product is - if your customer service is poor, you will lose business.



REFLECTION #5

How would you define your customer service?

REFLECTION #6

What can you do to improve your customer service?

IDEA CHECKLIST #3

Tick the below tips that you could implement to improve your business' customer service:

Patience

This is crucial to good service as customers who reach out for support are often confused and frustrated. Feeling listened to and handled with patience goes a long way in helping customers feel like you're there to help.

Attentiveness

Truly listening to customers is crucial to providing great service. Pay attention to individual experiences, and be mindful and attentive to the feedback that you receive.

Empathy

A great customer support representative knows how to relate to anybody. Instead of taking things personally, understand and empathise with the customer.

Ability to communicate clearly

Your customer support team is on the front line of problem solving.

Problem solving skills

Customers do not always explain their issues correctly. It's up to you and your staff to understand the trouble at hand and navigate to a solution.

A methodical approach

In customer service, haste makes waste. Hire deliberate, detail-oriented people that will meet the needs of your customers.

Creativity and resourcefulness

Solving the problem is good, but finding clever and fun ways to go the extra mile is even better.

Ability to use positive language

Making minor changes in your conversation can go a long way in creating happy customers. Language is a crucial part of persuasion, and people create perceptions about you and your company based on the language you use.

Product knowledge

The best customer service professionals have a deep knowledge of how their companies' products work.

Acting skills

You can't make everyone happy. Every great customer service professional needs basic acting skills to maintain their usual cheery persona in spite of dealing with people who are plain grumpy.

Time management skills

It's good to be patient and spend a little extra time with customers to understand their problems and needs, but make sure you're working efficiently.

Ability to read customers

It's important to understand the basic principles of behavioral psychology in order to read customers current emotional state.

Cool and calm

It's important to stay calm and not lose your temper with customers. They're relying on you to help fix their problems and influence their mood positively.

Goal-oriented focus

Give employee's goals that align with your business objectives. This helps achieve customer satisfaction and ensures good service.

IDEA CHECKLIST #3 CONTINUE...

Tick the below tips that you could implement to improve your business's customer service:

Ability to handle surprises

Sometimes, customers throw you curveballs. It's good to have a team of people who can think on their feet and create guidelines to use in tricky situations.

Persuasion skills

Sometimes support teams get messages from people who are looking to purchase your product. In these situations, it helps to have a team who can persuade interested prospects that your product is right for them.

Tenacity

A great work ethic and willingness to get the job done is key to providing great service.

Closing ability

The ability to end the conversation with a satisfied customer and the feeling that everything has been taken care of.

Willingness to learn

This is the basis for growing skills. A team who is willing to learn will take on any challenge and adapt to any environment.



ACTION LIST #3

Reflect on the above and list the top 5 ideas that could improve your business's customer service:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____



MERCHANDISING

MERCHANDISING

Merchandising is the promotion of the sale of goods. Pricing, special offers, displays and other techniques all influence consumer buying decisions. The concept of merchandising is based on presenting products at the right time, at the right place, in the right quantity and at the right price to maximise sales.

The below merchandising examples show the importance of store appeal and product display.



MERCHANDISE

Good merchandising not only attracts customers, but it increases sales, traffic, and brand loyalty.

REFLECTION #7

How is your current merchandising?

REFLECTION #8

What can you do in your business to improve the merchandising of your products/services?

IDEA CHECKLIST #4

Tick the below tips that you could use to improve the merchandising of your business:

Expand beyond the visual sense

Shoppers have five senses (touch, sight, sound, smell and taste) so don't focus your merchandising efforts strictly on what you can see. Sony stores, for instance, feature large devices that spray scents of vanilla, mandarin, bourbon and other ingredients to make shoppers feel more comfortable buying their products.

Follow the rule of three

Try to get into the habit of grouping products, mannequins, and props in threes. According to the e-commerce service provider Shopify, shoppers are more likely to stop when they see symmetrical or balanced designs.

Make it relevant to your target audience

Who is most likely to purchase your store's product? You should have a clear understanding of your store's target audience when creating a product display, using elements they can relate to.

Set the mood

You can trigger visceral emotions in shoppers by setting the mood with your product displays. For instance, red is an excellent choice because it's associated with passion. Green, on the other hand, is associated with eco-friendly.

Tell a story

If you look at some of the most effective product displays by the nation's largest retailers, you'll notice they all have one thing in common: they tell a story. Regardless of what you are trying to sell, you should present it by telling a story.

Keep it simple

Simple product designs usually trump their complex counterparts. If there's too much going on with your display, shoppers may overlook the product and its respective benefits. Keep your store display simple, concise and straight-to-the-point to boost shopper engagement.

Identify a focal point

All product displays should have a central point of focus. This goes hand-in-hand with the 'keep it simple' tip. When shoppers see a product display, their attention should naturally shift towards their focal point.

Group similar products together

You don't have to limit yourself to using a single product in your store display. Try grouping similar products together to boost sales. Also known as cross-merchandising, this is an effective way to boost sales and overall shopper satisfaction.

Lighting matters

You can spend countless hours crafting the perfect display, but it's not going to have much of an effect unless shoppers are able to see it. Make sure your product and displays are illuminated to improve their visibility.

Change it up

Visual merchandising isn't something that you can set and forget. Shoppers grow tired of seeing the same display time after time, at which point it has little-to-no effect on them. Even if you have an effective display, you should still change it on regular basis, implementing new products and props.

IDEA CHECKLIST CONTINUED...

Tick the below tips that you could use to improve the merchandising of your business:

Keep it clean

I know this probably sounds like common sense to most experienced store owners and visual merchandisers, but it's still worth mentioning that you should spend some time maintaining your product displays. If you notice dust or debris accumulating on a display, give it a quick clean.

Make product displays appealing from all angles

Product displays should be created to appeal at all angles. After creating a new display, take a few minutes to walk around it, viewing it from all angles.

Signage

Signage can capture the attention of shoppers while conveying key points of information like buy-one-get-one-free promotions, sales discounts, time-sensitive offers and more.

Impulse buys

What are impulse buys? Exactly what they sound like: spur-of-the-moment, unplanned purchases. You can place impulse buy products around your store's checkout lanes to boost sales.

Go with the seasons

If you can't seem to find the right theme for your store's product displays, you can always opt for a seasonal theme. Think about what elements are associated with the current season and implement them into your displays.

Ask for help

Ask product manufacturers and distributors for visual merchandising help. It's in their best interest for you to sell as many products as possible, which is why they'll often send props or even a representative to assist store owners who carry their products.

Product location

When choosing a location for your store's product, think about which area will yield the most sales. Most retail stores have sections defined by groups of product. An apparel store, for instance, may separate its sections based on gender, whereas an electronics store uses product-specific sections.

Use mannequins for apparel

Rolling racks and pegboards are useful for storing apparel products, but they lack the same visual appeal found in mannequins. If you want to boost your store's sales, try presenting apparel on mannequins. This allows shoppers to see exactly how the item looks on the human figure.

Track your results

Pay close attention to how shoppers respond to your product displays. Are they buying more or less of the presented product? Tracking the results of your products displays will allow you to see first-hand what's working and what's not, allowing you to make small changes to your product displays.

ACTION LIST #4

Reflect on the above and list the top 5 ideas that could improve your business's merchandising:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____



NEED FURTHER HELP

Contact Geoffrey Ellis at the Business Development Centre Macarthur

Email geoff@bdcmacarthur.com.au for further information.

REFERENCES

- getvms.com/blog/curb-appeal/
- tru-vue.com/2015/03/what-curb-appeals-means-to-your-business/
- fabrikbrands.com/branding-and-brand-essentials/
- entrepreneur.com/article/77408
- shopify.com.au/retail/8-ways-to-bring-brand-identity-to-life-in-your-retail-store
- salesforce.com/au/products/service-cloud/what-is-customer-service
- lightspeedhq.com/blog/how-to-level-up-your-retail-stores-customer-service/
- helpscout.com/blog/customer-service-skills/
- au.oberlo.com/ecommerce-wiki/merchandising
- business.gov.au/planning/business-plans/how-to-develop-your-business-plan
- smallbusiness.wa.gov.au/business-advice/starting-your-business/business-planning
- investopedia.com/terms/a/accounting.asp
- insightsoftware.com/blog/retail-kpis-and-metrics-for-reporting/



CAMPBELLTOWN