



What are your customers most important considerations regarding price & promotions?

Workshop brainstorming exercise:

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Making the correct retail decisions for your business!



RETAIL MEANING
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This brainstorming exercise is taken from the RETAILMEANING eLearning
5-star short course ★★★★★



'What makes a retailer essential?'

Brainstorming objectives:

1. To identify what makes a retailer essential?
2. Define how to identify your essential customer connections
3. Consider what analysis & learnings you still need to find the answers

Try 2 different brainstorming sessions a few days apart
Allow the thoughts from the first session to settle before re-asking the questions.

Brainstorming output:

Sketch out your own key learnings, the major points related to your own business.
Priority considerations and potential initiatives for your business



This brainstorming process can be an individual reflection for personal business development, Or it can be a team workshop, considering & discussing your business opportunities from a wide a varied number of perspectives.



Print off the exercise template document to use for your brainstorming. Print as many pages as you need to get all your thoughts & ideas onto paper.

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Discussion guide:

7. What are your customers most important considerations regarding price & promotions?

Do you deliver the correct stimulation in your shops?



Brainstorm!

Getting the price message across is so important that it is worth thinking about it separately.

As a sense check of the previous discussion.

Consider how price can be functional & emotional. What is it for your customers?

Begin by understanding how price is important to them. When is it important? What times? What events? And where in your product assortment is it most important?

In essence firstly map out exactly how to communicate price across your whole proposition, from brand to departments, ranges and brands etc.. Then plan how to physically use your shop experiences and designs to most effectively convey the message!

Right message/criteria in right place, in right way, at right time.

Answers & analysis:

You may need to do a little more analysis on how your customers respond to price.

The more detail you have the better.

Ask your customers, your colleagues!

Do you know what competitors are doing in the area of delivering & communicating price?

Watch, listen & learn!

Conclusions & priorities:

Does it all now make sense?

What to do where!

Fill in any missing parts of the puzzle?

What are the immediate stand-out thoughts?

What seems the most important things to do?



Ensure that your participants have a chance to contribute & feedback.

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Discussion template:

7. What are your customers most important considerations regarding price & promotions?

Do you deliver the correct stimulation in your shops?



Brainstorm!

Answers & analysis:

Conclusions & priorities:



Ensure that your participants have a chance to contribute & feedback.

What are your customers most important considerations regarding price & promotions?



I hope you've enjoyed this brainstorming session.

'What are your customers most important considerations regarding price & promotions?'

Hopefully you have many pieces of interesting paper now. Keep them by your side, and if something new comes to mind then don't forget to jot this down as well.

And keep referring because our perspectives are always changing. And that is as it should be. Never be too proud that you are afraid to change your mind. We are learning all the time.

Importantly its time to now look at the research and analysis you need to do to ensure that your gut feelings are correct, and that you will prioritise and act in the correct way.

Find those competitors and best practice and study them. It is so important.

And then, move on.

Why not take your amazing brainstorming ideas, and condense and focus them into those all-important action plans. That is, after all, the purpose and benefit of workshops.

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Make the right retail decisions for your business!



Why not sign up to the eLearning course where video and audio support helps you get to the heart of the issues? From your course tutor:

Tim Radley



Don't forget to download and print off more pages of the template document, if you have more thoughts and ideas.



Why not try out the full eLearning course? “What makes a retailer essential?”

Easy to action & quick to benefit. Used by individuals and in team workshops.
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