

customer + *product*

need

availability

budget

price/value

reliability

design/construction

urgency

replenishment

frequency

convenience

high usage

volume

customer + *product*

confusion

clarity

uncertainty

reassurance

stress

relief

despair

inspiration

desire

indulgence

curiosity

intrigue

When your customers shops functionally, because they need a product, what criteria are most important to them?

Workshop brainstorming exercise:

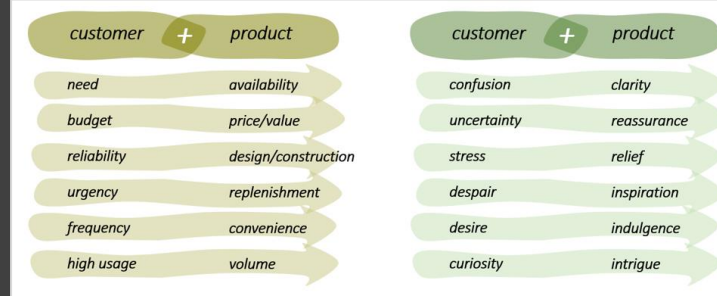
Free download

RetailMeaning bespoke & customised physical workshops



RETAIL MEANING
Making good people into great retailers

When your customers shops functionally, because they need a product, what criteria are most important to them?



This brainstorming exercise is taken from the RETAILMEANING bespoke workshop

'What makes a retailer essential?

How to identify & deliver your essential customer connections.'

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

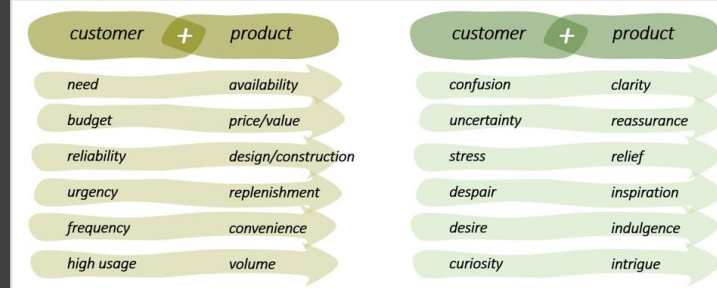


This brainstorming process can be an individual reflection for personal business development, Or it can be a team workshop, considering & discussing your business opportunities from a wide a varied number of perspectives.



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.

When your customers shops functionally, because they need a product, what criteria are most important to them?



Discussion guide:

3. When your customers shops functionally, because they need a product, what criteria are most important to them?

Price, volumes, frequency, reliability...etc.



Brainstorm!

Let's focus on your customers functional journeys?
How do they shop across channels?
Let's identify what criteria are most important to them?
Are there certain functional reasons why customers shop with you, or does it vary by product department, category, ranges, brands etc.?
What are the patterns?
Is it a basic need so simply availability is important?
Is urgency common so that availability & replenishment are critical?
Is budget important so price and value are essential touchpoints?
Worth bearing in mind that price is important to most customers. Give extra consideration about your price touchpoints!
Is frequency of purchase important, or volumes of purchase?
This will mean touchpoints need to consider availability, replenishment and stock numbers & levels?
Is functionality, reliability and a basic level of quality important

So what functional criteria are most important to your customer?

Answers & analysis:

Do you know why your customer buys from you?
Do you understand what functional criteria are important to them?
You need to study existing analysis and research or commission new.
You should talk to as many customers as possible – focus groups.

Do these criteria differ from your competitors?
Do you know how they communicate the right criteria?

Conclusions & priorities:

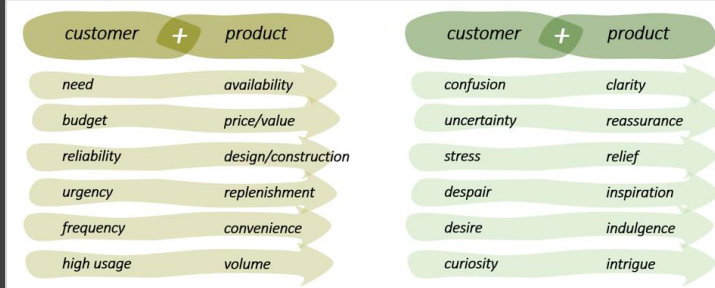
What are your immediate conclusions?
Are you clear on what your customers priorities are?
Is there anything that surprises you in your knowledge or your understanding?
What do you agree & disagree on?

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.

When your customers shops functionally, because they need a product, what criteria are most important to them?



Discussion template:

3. When your customers shops functionally, because they need a product, what criteria are most important to them?

Price, volumes, frequency, reliability...etc.



Brainstorm!

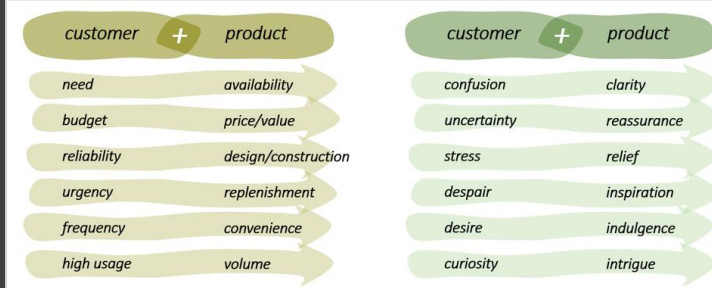
Answers & analysis:

Conclusions & priorities:



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

When your customers shops functionally, because they need a product, what criteria are most important to them?



I hope you've enjoyed this brainstorming session.

'When your customers shops functionally, because they need a product, what criteria are most important to them?'

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.



Why not sign up to the full interactive physical workshop where live stimulation & 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.

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Why not try out the full bespoke workshop experience?

'What makes a retailer essential?'

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We stimulate important and interactive discussions on the essential issues facing your business. We deliver workshops to be a catalyst for meaningful change.

email: tim@retailmeaning.com



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