



What do your customers care about?

Workshop brainstorming exercise:

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Making the correct retail decisions for your business!



RETAIL MEANING
The school of retail eLearning

What do your customers care about?



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



'6 ways you should talk to your customer.'

Brainstorming objectives:

1. To identify what ways you should talk to your customer
2. Define how exactly you should talk to your customer
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:

2. What do your customers care about?

What areas of emotional connection are the priorities for them?

Consider what to talk about and when and how to change the area of conversation



Brainstorm!

So, this is the big brainstorming session.

In turn you need to discuss the 6 possible areas that you could talk about to your customers.

Is wellbeing at the heart of your relationship?

Is the connection more deep-seated and built around the customer and retailer's conscience and philosophies on life, ethics and sustainability to name just 3 things.

Lifestyle and activities are quite often linked but you can speak more specifically about the actual things that they do, such as activities, hobbies, leisure, visits and communities. Lifestyle can be broader and in fact can also be a 'lighter philosophy'. So having fun and being more carefree can be a lifestyle philosophy in which case the tone is most important.

I could be it is easier to group the relationships in a broader way such as 'Enjoyment' or 'Aesthetic' or 'Ethical/Wellbeing'.

You also need to consider whether you can speak to your customers across all of these areas, just not at the same time.

So this is something to consider, and we will consider later.

So really take your time in this brainstorming. What is most appropriate to talk to your customer about? What will create a close, loyal and commercially beneficial relationship?

Answers & analysis:

So important to pool everything you know about your customers, how they live and how they think.

Bring together all existing data and research, and analysis of social media activities and your CRM conclusions. Worthwhile discussing with shop colleagues what they think, and ask again your customers. Just keep asking them and get to know them more & more all the time.

Also look at brands who also sell to your customer. What do they talk to them about?

Conclusions & priorities:

What are your immediate conclusions?

Is there anything that surprises you?

What do you agree & disagree on?

What are the immediate stand-out thoughts?

What seems the most clear things to develop?

The most important things to do?



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

What do your customers care about?



Discussion template:

2. What do your customers care about?

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Brainstorm!

Answers & analysis:

Conclusions & priorities:



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

What do your customers care about?



I hope you've enjoyed this brainstorming session.

'What do your customers care about?'

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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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.



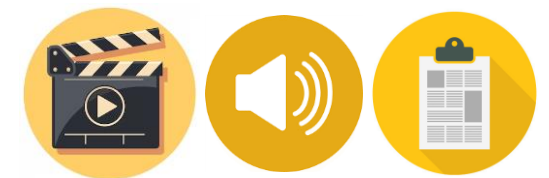
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