

# How to Improve the Customer Experience Right Away

**NAMM<sup>®</sup> | U**



# Grow Your Business

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**“100% Satisfied” is not enough!**

**Satisfied vs. Loyal**

**Acceptable vs. Amazing**

**Better yet, why not strive for**

***Memorable . . . Magical***



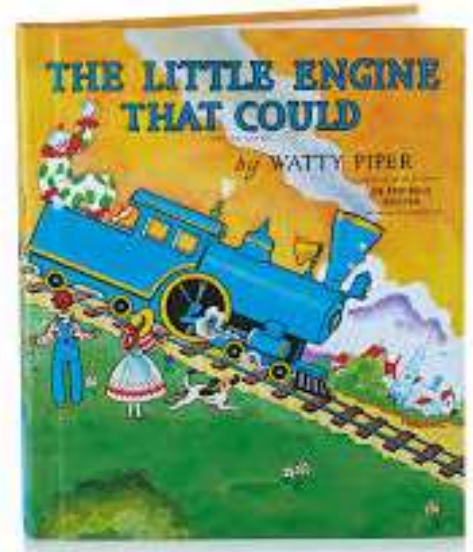


## What's your “*WHY?*”

- Rational **vs.** emotional
- Buyer's view **vs.** seller's view
- “Selling” **vs.** “helping to choose”
- Sell your “story”

Stay customer-focused –

- Make each interaction amazing, *magical*







## *WOW! That was Easy!*

### **Corollary:**

*They really care about me!*

- Lifetime value of each customer
- Default to **“YES”**
- Build and train your ***Customer Amazement Team***





## *Listen*

- Engage the customer in conversation
- Be likeable, positive, enthusiastic
- Make eye contact
- It's not about you, it's about *them*





## ***Be consistent***

- Remember your **“WHY”**
- Go the extra mile
  - What time do you close?
- Recovery is about *restoring customer confidence*





***WOW! They were so helpful!***

**Corollary:**

*They really know what  
they're doing!!*

- Price isn't everything . . .  
*I promise!*





## Create a “*Comfort Zone*”

- Display for the first-time visitor
- Use lots of signage (neat)
- Patient **vs.** pedantic
- Educate **vs.** hard-sell
- Watch the “wait”
- Anticipate questions





## Training is everything.

- Product knowledge “experts”
- Use your “specialists”
- Think “out of the box”
- Default to “yes” – *we can get it*
- Be proactive
- Keep up on your “competimates”





***WOW! Something's always going on there!***

**Corollary:**

*They're everywhere!*

- Partnerships in the community
- Partnerships with NAMM
- Partnerships with publishers, manufacturers
- Be “the place to be”





## Go Where Your Customers Are

- Be as convenient as Amazon
- Be everywhere

Be an advocacy resource

- Attend the NAMM Fly-In in 2016!





## Build long-term relationships

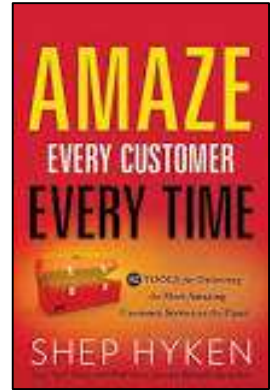
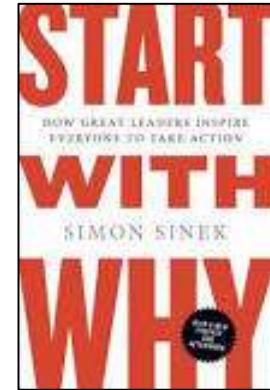
- If all customers want is to buy stuff, they can do it cheaper and more easily online.
- Give them a *reason* to come to your store . . .
- Be ***amazing!***





## Additional Resources:

- Hyken, Shep.  
***Amaze Every Customer Every Time.***  
Austin, TX: Greenleaf Pub., 2013.
- Sinek, Simon.  
***Start With Why.***  
New York, NY: The Penguin Group, 2009.





# Here's my number . . . .

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