

NAMM[®] | U



Grow Your Business

10 Reasons People Don't Shop In Your Store Anymore

96% of unhappy customers don't complain.

91% of those will simply leave and never come back.

A dissatisfied customer will tell between 9-15 people about their experience.

Some will tell 20 plus!

Of the 91% that leave and never come back, about 85% of those simply think that you don't care.



Apathy

The appearance of not caring
Mind on other things
Just not interested



Too Busy

Tasks more important

Forgets the “mission”

Doesn't mind customer's time



The Complainer

Nothing is going well

Someone else's fault

Brings down the room



The Performer

Into to their own playing

Not interested in helping

Got in this to play



Information Overload

Tells you everything they know

Doesn't let you talk

Time bandit



Angry

Having a bad day

Doesn't mind "sharing" mood

Customer's fault



Condescending

Has “expert” advice

Doesn't care what you want

You are not going to be good



Talk You Out of It

Makes decision for customer

Creates doubt

Knows a “better” option



Clutter and Mess

Can't find anything

Distracted

Non-efficient



No One Home

Fixes

Recognize the problem

Retraining

Replace



Tim Pratt Dietze Music

tpratt@dietzemusic.com