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Grow Your Business

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Store Design Tips to Improve the Customer Experience

Hartland Music, Inc Est. 1975
Full-Line Retail Music Center
**Waukesha County Conservatory
of Music** – Enrollment 2,300
Backstage Coffee
Performance Venue & Café

We Create Musicians
We Sell Gear at Great Prices
We Provide Entertainment
We Have Fun.

Owners: Ellen & Larry McDonald





Improving the Customer Experience #1

**Location, Location
Location**

Easy Access

15,000 sq. ft.

Between Milw/Madison

On major highway

Central

4 school districts

2 medical clinics

In business park





Improving the Customer Experience #2

Exterior

Visual Appeal

- Fresh paint
- Landscaping
- Clean

Parking

- Plenty of spaces
- Traffic flow
- Student drop-off





Improving the Customer Experience #3

The Wow Factor

Our layout is a circle with a tile path

All merchandise is within 10 feet of the path





Improving the Customer Experience #4

First Impression

Welcoming

Make it positive

LED screen with
slide show of events,
services and specials



Improving the Customer Experience #5

Have a designated greeter at all times

Inviting front counter area for transactions and consultations





Improving the Customer Experience #6

85% of all people
turn right when
entering a building

Player grand piano
impulse items (ukes)

Live person





Improving the Customer Experience #7

Million \$ showroom

Visible from entrance

Humidity controlled

Private consultation area –
(My desk)

Controlled access





Improving the Customer Experience #8

Use color

Red carpet

Fresh paint

Staff interior decorator

Three-day project
<\$3,000





Improving the Customer Experience #9

Traffic Flow by Department

Required print and accessories are in the back (*just like milk at the convenience store*)

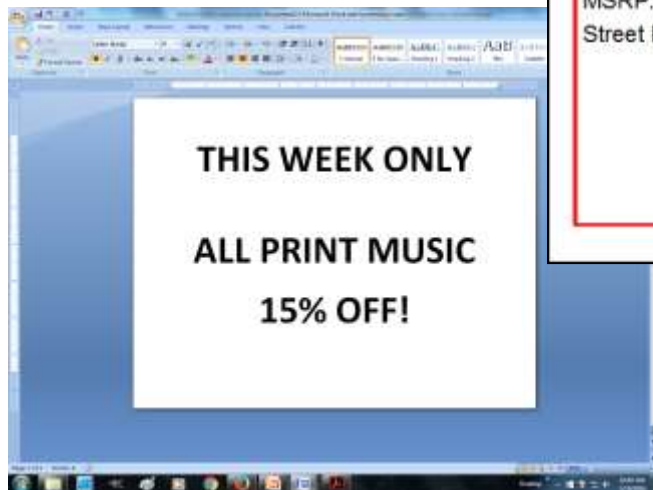
Impulse items are displayed at the front counter (*change weekly*)





Improving the Customer Experience #10

Label and educate
Description
Technician's signature



FG820 Dreadnought

Series: FG Series
 Top Wood: Solid Spruce
 Back & Sides: Mahogany
 Fingerboard: Rosewood
 Finish: Sunset Blue
 MSRP: \$325
 Street Price.....

1 Year Free Service

YAMAHA

www.HartlandMusic.com

Piano Service Checklist

Year	1994
Make/Model	Chas Walter Studio Oak
Technician	L.M.L.
Suggested Selling Price	\$400

NOTES:
 - Replaced key cap, lowered key S.
 - No other repairs necessary.

- Hammer Blow Distance
- Hammer Wear
- Regulate Capstans Lost Motion
- Square and Space Keys
- Key Heights
- Key Level
- Regulate Let-Off
- Key Dip
- Jack Escapement
- Adjust After-Touch
- Dampers
- Pedals
- Clean and Vacuum
- Tuning *2/1/16*
- Voice

Hartland Music
 Wisconsin's Premier Music Establishment
 Dr. Lawrence McIsaac
 1125 Jansen Dr., Hartland, WI 53109
 262-367-5333 ext. 81 Fax: 262-367-4498
www.hartlandmusic.com



Region's Largest Selection of Acoustic & Digital Pianos
 Free Consultation Service to Help You Make the Right Choice
 Call us today at 262-367-5333



Improving the Customer Experience #11

Promote Music in Your Community

Everyone is a “future musician”

Instrument petting zoos at community kids days and schools

Enlist students to help lower costs





Improving the Customer Experience #12

Your website should be current and mirror your store.

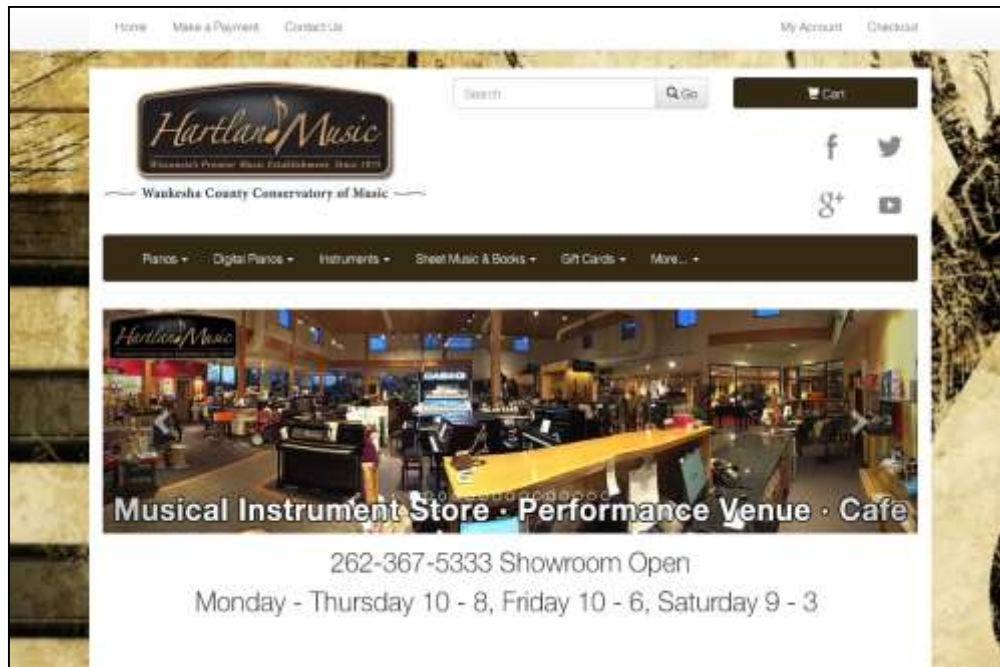
Website Wednesdays

Information and sales

Vendor feeds/links

We operate two dedicated sites

- Retail operation
- Studio operation





Improving the Customer Experience #13

Musicians and Social Media –
Endless Options

Encourage Facebook check-ins

“Happy Customer of the Day”

Performance videos





Improving the Customer Experience #14

Happy Staff – Happy Store

“Treat all customers like your favorite aunt”

Contact Management:
Document & Communicate

Diversify:
Skills, ages
School districts

Capitalize on strengths





Improving the Customer Experience #15

Provide an environment to learn.

40 studio and classroom spaces to rent. 8' x 8' and larger

Clean, soundproofed, angled walls, windows, ventilated, 12' ceilings

Earn a music degree from the Royal Conservatory of Music





Improving the Customer Experience #16

Provide easy access to lesson information

Dedicated website

Schedule books with instructor info and times

Private consultation





Improving the Customer Experience #17

Offer Music Therapy

3 Classrooms

With attached observation room

8 Therapists

Treating over 500 clients for all types of disabilities

Life changing!





Improving the Customer Experience #18

Provide an Event Venue

Backstage Coffee is a full-service coffee bar and gathering place for customers and staff

Stage for recitals, jams and events

Seating for 75





Improving the Customer Experience #19

Embrace the holidays.

Give your customers a reason to smile and change their day

*“Changing Lives,
One Note at a Time”*





Improving the Customer Experience #20

Keep Your Store Clean

Spotless presentation will
improve **EVERYTHING**

Take ownership
(Yes, that is the store owner,
Larry McDonald...)



Improving the Customer Experience #21

Support NAMM!!

Go to the shows

Follow the advice

Visit the website

Be an ADVOCATE!





Improving the Customer Experience #22

Remember to say
THANK YOU!

Any questions?



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