



Breakout 1 Notes- Gennifer

Customer Experience - Ideas and Best Practices to Turn Customers Into Store Ambassadors

- Turn customers into ambassadors
- Make things super easy for your customers, they are going to remember that. Repeat customers and word of mouth are your best form of free advertising.
- Go the extra mile and do something special & unexpected for your customer, give them a hand written note with sale deliveries.
- Update your terminology. Customer choice coach vs salesperson, gives a better impression of no pressure.
- Train your staff to guide customers to make the right decision not the priciest decision.
- Find a unique niche, pop up events in places like school sporting events that have marching bands for example. Watch and listen to what others do, pay attention to what works and what doesn't.
- Try to develop relationships with prominent citizens, teachers, band director etc who will spread the word and turn others into customers.
- Ask for reviews on google and social channels. Ask for referrals.
- Utilize social media, tag everyone you deal with in your posts.
- It's not a one size fits all, what works for others may not work for you.

Breakout 1 Notes- Amanda

Customer Experience - Ideas and Best Practices to Turn Customers Into Store Ambassadors

- Earning customer trust examples - NAMM really gets to know its customers/members to have that personal connection. One store establishes a common connection/dialogue with each customer as soon as they walk in the door. That helps establish trust & really increases sales. Trust is doing what you say you'll do whether in business or in life. Customers hope that's what happens but is not always the case. Customers love it when you do what you say you're going to do - documenting everything on the order is essential/valuable. Don't oversell - build the relationship not the sale.
- Systems to track relationships/customer interactions - yes POS system (Square) handles/tracks customers purchases. Piano dealer uses prospect management system using texts, emails & phone calls & that works well for them. Check It is another system used to text customers & tracking relationships & obtaining customer reviews.
- Customer feedback tools - yes text messages but looking to improve their current system.
- Many referrals come from past customers & local teachers. One store had been in business 400 years so everyone knows about them.
- Store Ambassadors - sales person goes to customers home to help set up piano & meet family which really helps cultivate relationships, leading to store ambassadors & future referrals. Also participating in community/school events - donating pianos really helps build relationships..
- A satisfied customer is the best ambassador we can hope for. Narrow marketplace for orchestral percussion so word of mouth is best referral there is & we rely heavily on referrals.. Word of mouth trickles down to local colleges, conservatories & schools as they are a very close knit community. Research key contacts at colleges etc & reach out to them to establish a connection & send them their newsletter.
- Regular marketing to top customers - newsletters, concert series, emails. Hard to quantify & know if it translates into direct sales.

Breakout 2 Notes- Gennifer

Customer Engagement - How Are You Connecting, Engaging and Tracking Customers Through Their Journey?

- Email, social, web, what tools are you using?
 - If you can't afford a CRM use detailed and organized spreadsheets.
 - Most email clients have a free version, take advantage of for as long as you can.
 - Use software specific to your industry if available and you can afford it.
 - Salesforce is great for tracking every step of the customer journey.
 - Create and use a scoring system for customer tracking.
 - Use a POS system to track and email customers that also provides follow-up alerts to call customers.
 - Get creative so that it doesn't take 7-8 follow-ups for customers to engage.
 - Websites are like window shoppers walking through the mall. You want your site to draw people in, it pays to invest in a good site.
 - Responds to customers all all times of day.
 - Segment your customers so you aren't wasting yours or their time marketing things they won't buy.
 - Always have a monthly special sent out via email.
 - If you have a brick and mortar store hold inhouse events to draw people in.
 - Send out price list emails when shipments come in.
 - Keep track on how many times someone opens an email and engage with a personal follow-up.
 - Send knowledge based emails.
 - Educate yourself on how to retain customers in a shifting market (online vs brick and mortar).

Breakout 2 Notes- Amanda

Customer Engagement - How Are You Connecting, Engaging and Tracking Customers Through Their Journey?

- Acquiring new customers & turning them into lifelong customers - some ideas include using social media to find groups to join & introduce themselves which has been helpful. QR codes have helped drive traffic to website & identify new customers. Pop up events, Constant Contact email marketing (weekly email) & other posts on FB, Instagram & LinkedIn. Others also use social media - they have a Social Media Manager. One store has a summer rock camp which is very successful & community oriented & a rock school which brings parents into store & relationships are constantly cultivated thru lessons, camps & sales purchases. One store has customers all around the word vs in their local community which necessitates that business be done by phone/email so important to find key contacts to communicate with & provide them with excellent & timely service. Do what you say you're going to do & document everything is their business philosophy!
- Communication techniques - one store has noticed a shift towards text vs phone calls/emails or face to face. Another commented on how people today wish to remain anonymous vs in the past where it was all face to face contact. Now more than ever everything is online. World is changing & we have to adapt like ordering online at 2am. Some customer don't want dialogue - they want a fast response & that's it.
- Switching from a hi tech company to a brick & mortar store working closely with a very community oriented personalized store has been a wonderful change.
- Online buying is popular but other customers still want that face to face interaction so catering to 2 different styles is challenging but necessary