

Anne Obarski

Speaker/Author/ Retail Coach

- Be Contagious...
- On Purpose...
- *In a good way!*




1

“I’ll just get it online”

Tips to Keep Customers on Your Doorstep

with Anne Obarski



2

E-Commerce Sales Are Predicted to Hit \$6.5 Trillion by 2023 (Statista)

75% of People Shop Online at Least Once a Month (Statista)

63% of Shopping Journeys Start Online (ThinkwithGoogle)

3



4



5



6



7




8



9

Customer Service



NO MISTAKES CATER TO ROYALTY GO AN EXTRA STEP

10

Mistakes: *How are your employees modeling performance?*

Royalty: *It's not about sales, it's about relationships.*

Go the extra step: *Amazon delivery- How did we do?*

11

Necessary Skills

- Listening Skills
- Be engaged
- Be a Problem Solver
- Be Empowered



12

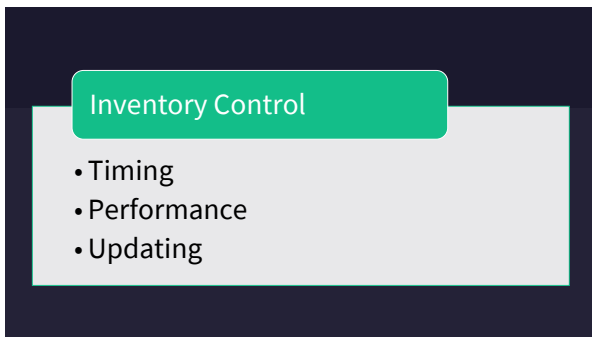


Mentor Capabilities
Cross Training
On-going learning

13



14



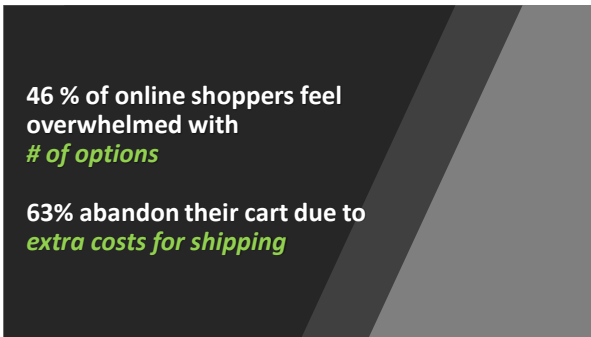
15



16



17



18

Online Presence

- Stock
- Shipping and delivery
- Customer Connection


19

Cindy Jones –Hospital Gift Shop newsletter.
cindyjonesassociates.com

Storyblocks.com – animated video to add to your digital marketing

Canva.com –DIY design

20



Unique advantage

21



22



23



24



Every customer is like a small miracle:

*Out of all the things they could be doing that day,
Out of all the places they could be,
Out of all the companies they could buy from,*

They're buying from YOU!

Bridget Brennan, "Winning Her Business"

25

Follow me on...

- Facebook.com/anne_obarski
- Twitter.com/anneobarski
- LinkedIn.com/in/anneobarski
- Youtube.com/anneobarski



"Customer service is your biggest defining advantage, why not make the most of it."



Merchandise concepts

Office: **Mobile: 636.233.0228**
 anne@merchandiseconcepts.com
 www.merchandiseconcepts.com

26