



## Combine Media For Advertising Power

Combining Direct Marketing with your advertising will increase its effectiveness.

Try something different...

- ◆ Direct Mail
- ◆ Post Card Decks
- ◆ Telemarketing
- ◆ Newsletters
- ◆ Catalogues
- ◆ Infomercials
- ◆ Interactive Commerce
- ◆ Trade Shows
- ◆ Networking
- ◆ Signs on Community Bulletin Boards
- ◆ Brochures for Target Customer Group (Builders, Landlords, Insurance Companies, etc.)
- ◆ Tie-ins with Other Companies
- ◆ Door Hangars
- ◆ Classified Ads for Used Appliances
- ◆ Toll-Free Telephone Consultations

Instead of going after the largest number of people with your advertising, go after the largest number of prospects, i.e. people actually interested in what you sell.

## What Do Customers Want?

### Finding out will improve your Advertising.

The simple answer to that question is a "great" value. No surprise in that. Part of the challenge you face every day is that defining a "great" value is not up to you, it's up to your customers. The value of any offer to customers is determined by the value the prospective customers perceive and appreciate. You may think you are making a terrific offer to your customers, but unless your customers can see it and agree with you, your offer doesn't have the value you may think it does.

Consequently, it is very important for you to develop a clear understanding of what your customers' value and what they don't. The best way to find this out is to simply ask them. You can do it with focus groups, customer panels, individual interviews, surveys, feedback cards, research done by a local college business class and you can even call them up.

Determine what you want to learn from your customers. What are their unmet needs? What product or service benefits matter most to them? How well are you doing providing products and services now? How do you compare to your competitors? What do they find missing or wrong with your service? Which inconveniences bother them most? What level of service do they expect from you and where are you falling short? Make sure you are specific when asking what they liked and/or disliked about doing business with you.

We know from the research that the 3 most important services in the eyes of customers are: 1) **A 30 Day Complete Satisfaction Guarantee**, 2) **A Selection of Name Brands** and 3) **A Lowest Price Guarantee**. If you truly care about your customers, you will offer these benefits.

Beyond these, customers have additional expectations of the people and stores they choose to do business with. They expect you & your store to:

**Be Convenient** – they expect you to be easy to find, easy to buy from and easy to pay.

**Be Reliable** – consistent performance is what customers want most. They want you to do what you say you will, when you say you will.

**Be Credible** – they want security, integrity and assurance that problems will be handled promptly.

**Be Attractive** – they want to shop in an environment that gives them confidence in the product quality and service quality.

**Be Responsive** – they want you to be accessible, available, willing to help and ready to provide service promptly.

**Be Empathetic** – every customer likes to be treated as an individual, as someone special.

**Be In Touch** – they want to hear from you after the sale. They want to know that you care if they are happy with the purchase they made from you and that you appreciate their business.

If you are well connected with your customers and clearly understand what they do and don't value, you can design advertising and marketing materials that focus your product and service offerings on what your customers value most. Doing this will dramatically increase the effectiveness of all your marketing efforts.

**Store Name**

# Memorial Weekend Super Sale!

**4**  
Days Only!  
Sale Ends  
Monday, 6PM

**Massive Savings! Guaranteed Lowest Prices!**

**0%** Financing for  
Up to 12 Months

**BUY ONE** unit and pay no interest  
for 6 months. \$399 MINIMUM

**BUY TWO** units and pay no interest  
for 9 months.

**BUY THREE** units and pay no  
interest for 12 months.

ONLY  
\$00/mo

**\$000**

ONLY  
\$00/mo

**\$000**

**Don't Pay More,  
Just Get More!**

ONLY  
\$00/mo

**\$000**

**FREE**  
**10 YEAR**  
Major  
Component  
Warranty  
**\$59 Value**  
with most  
appliances

ONLY  
\$00/mo

**\$000**

ONLY  
\$00/mo

**\$000**

**FREE**  
**5 YEAR**  
Picture  
Tube  
Warranty  
**\$59 Value**  
with most  
20-27" TVs

ONLY  
\$00/mo

**\$000**

ONLY  
\$00/mo

**\$000**

**FREE**  
**5 YEAR**  
Video  
Head  
Warranty  
**\$59 Value**  
with most  
VCR's & Camcorders

ONLY  
\$00/mo

**\$000**

**Get More For Your Money & Guaranteed Satisfaction!**

# Store Name

APPLIANCES - ELECTRONICS - FURNITURE

Address, City, Phone Number & Hours

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