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## Building Customer Loyalty in Retail

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Sales Management

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In a slow economy, store retailers are seeking new ideas to increase their in-store revenues. **Product demonstrations** may be a way for store retailers to push products to their shoppers but it is not the right way to build customer loyalty. For some store retailers, this is a good way for prospective customers to sample food products. For example, Costco Wholesale is a **warehouse retailer** who provides in-store food samples to their patrons and in that environment works well because most shoppers go there to buy food in bulk.

However, if you manage a **high-end store**, product demonstrations can actually tarnish your store's professional image. For example, shoppers who shop regularly at your store will be forced to hear or see live infomercials for products they may or may not be interested in. At some point, this will become an annoyance. While your store may see a slight increase in sales, how receptive would your store be if **merchandise returns increased** as a result of **customers' impulse buying**?

If your goal is to build customer loyalty with your customers, then stick to **two-way communications** where your sales associates can take the time to understand your customers' buying needs and help them satisfy those needs. At the end of the day, **customer loyalty** is built on great customer service and understanding and selling to customers' needs not through product pushing.

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### About the Author:

Eleanor Kwan, CSP, is the CEO and Founder of **ShapeYourVision®**. Her company helps companies and individuals achieve optimal sales and service performance through sales and service consulting and professional skills training. For more information, visit [www.ShapeYourVision.com](http://www.ShapeYourVision.com).

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