



TAKE A GOOD LOOK IN THE MIRROR

What impression does your businesses physical appearance leave on your customers?

When was the last time you took a long hard look at your business, and by that, I mean looking at the physical appearance, both inside and outside. Most of us tend to get complacent about such things as the window washing, floor mopping (and waxing), fresh paint on the doors, and keeping neat and tidy displays for our customers. Over time, we get used to the way things look, and forget to view the workplace through the eyes of our customers.

Each and every day we're given the opportunity to leave our customers with a favorable impression of our store. Everything from the appearance, to the way they are greeted, and most of all, did they have a good experience. Our ultimate goal should be to "knock their socks off" from the time they pull into the parking lot until they complete their visit.

Of course, we can't lose sight of why shoppers come to our store in the first place; To find the things they need. Then, it becomes all about the experience. Was it pleasant? Was it easy to find what they needed? Were the sales people nice and helpful? Was the store neat and orderly, clean and bright, and were the prices competitive? Every bit of it is important to satisfying your existing customers, and more importantly, to attracting new ones.

Someone once said, "Photographs don't lie" and it's true. Take several pictures of both the exterior and interior of your store, have them printed, and take a critical look at what you see. Do the pictures portray a place you'd want to shop?

ARPI provides business and community coaching throughout the United States. If you have a business question for Jack, email him at jack.newcomb@totalcsi.com. You can also visit the ARPI website, www.advancingruralprosperity.com.



Jack Newcomb
Co-Founder

**Advancing
Rural Prosperity**