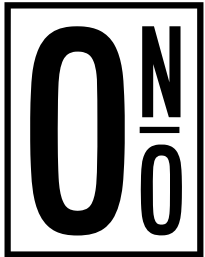




Whizbang! Retail Success  
Summit 2022  
Devos Place, Grand Rapids, MI

*Re-Imagining your  
Sales Floor for the  
Next Golden Age of  
Retail*



MADE IN THE 191

***ONO MADE IN THE 191 provides Experienced Coaching for Independent Retailers. Your sales floor is where your \$ investment is presented AND where your \$ return on investment (ROI) is received. If your sales floor is under performing, your business is under performing.***

Anne Cecil  
Owner/Principle

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# Breaking News

**WHAT:** [Tango's second annual retail benchmark survey](#) revealed US consumers value in-store experience, but 83% say retailers need to do better on:

- INNOVATION in how they use their retail space for shopping and fulfillment
- Providing MULTI CHANNEL options for shopping and fulfillment
- Providing a seamless PHYGITAL (online/in-store) experience

**WHY:** Shopping behaviors have shifted after 2 years of the pandemic that resulted in accelerated shifts toward WWYCW – WHAT WOULD YOUR CUSTOMER WANT from their shopping experiences. Retail stores are not solely destinations, but rather a physical space that satisfies: WHY we shop(Mode); HOW we shop(Journey); WHERE we shop(Channel).

**HOW:** Create a blended space in your store that is flexible and allows for quick changes to accommodate the customer in terms of:

- AUTONOMY- customer independence
- CONVENIENCE – efficient shopping experience
- EDUCATION – contextual information
- ENGAGEMENT – immersive memorable experiences

# Your Store Circa 2019

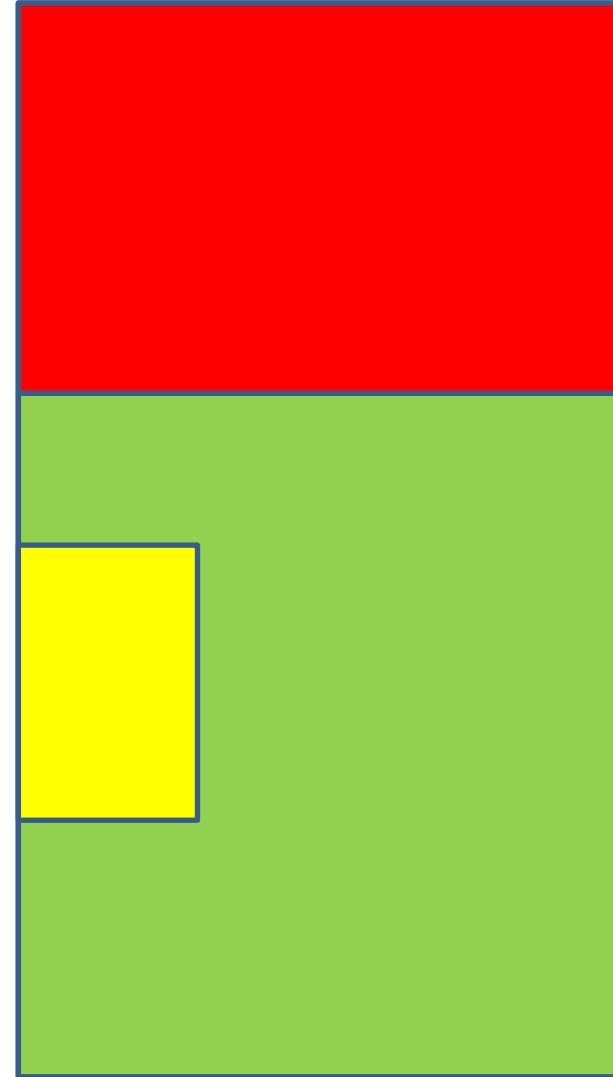
## Front of House - Back of House Space Plan

### FRONT OF HOUSE:

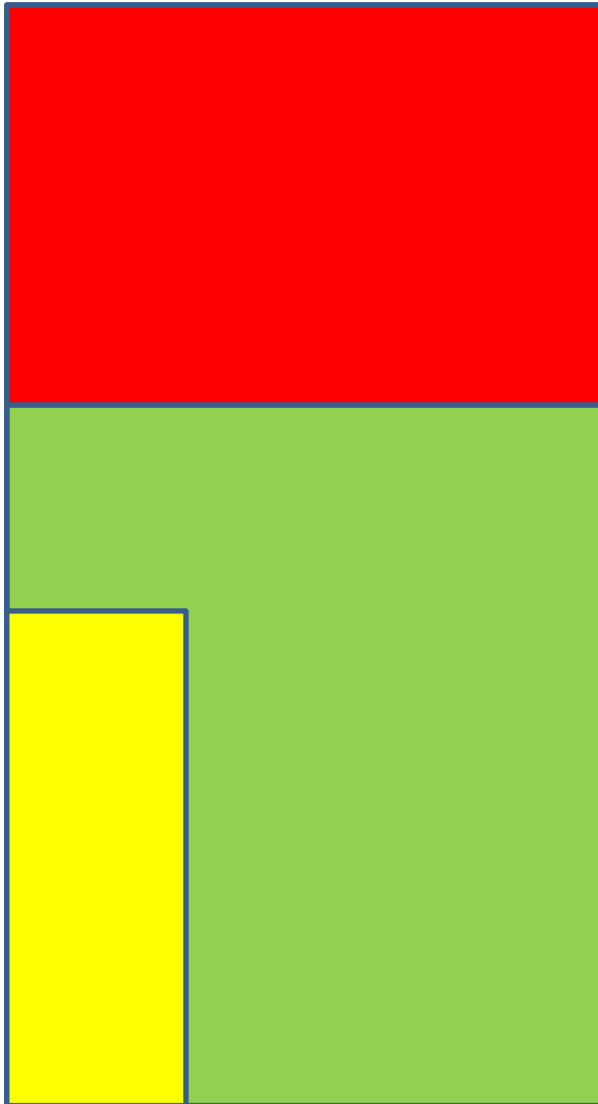
- Customer focus
- Product presentation
- Product display
- Amenities
- Customer Services

### BACK OF HOUSE:

- Operations focus
- Shipping/ Receiving/ Processing
- Back stock
- Employee space
- Office
- Staff restroom



# Your Store Today



**Everything from 2019 + Fulfillment options, Broadcasting spaces, Multichannel shopping, Seamless In-store/online experience & more...**

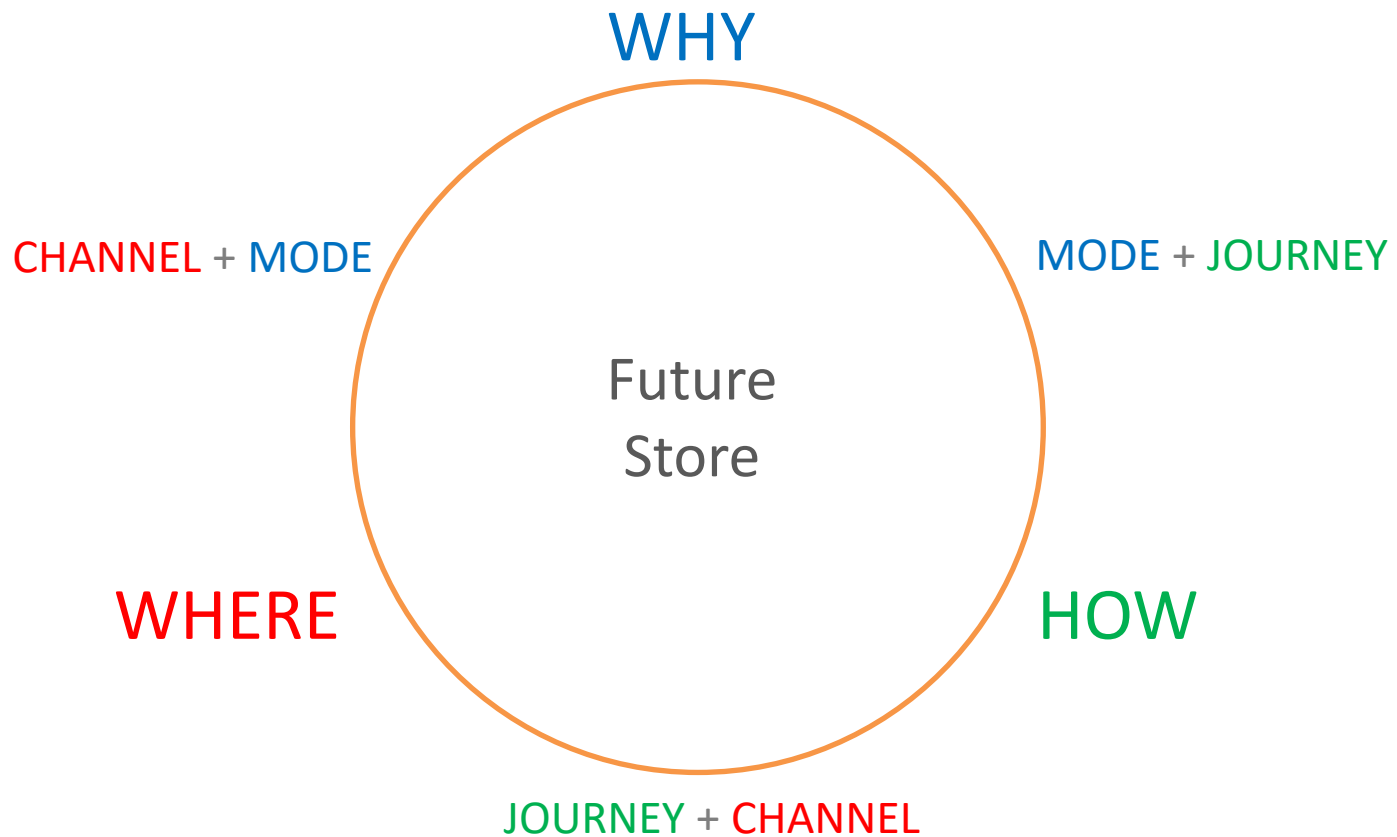
**FRONT OF HOUSE:**

- Customer focus
- Product presentation, display
- Immersive Experiences
- Amenities
- Pick, Pack, In-store Pick up
- Broadcasting/instructional space
- Extended Store Hours
- Customer Services

**BACK OF HOUSE:**

- Operations focus
- Receiving/Processing/ Shipping
- Employee space & Offices
- Broadcasting space
- Staff restroom

## Connecting WHY we buy, HOW we shop and WHERE we shop TODAY

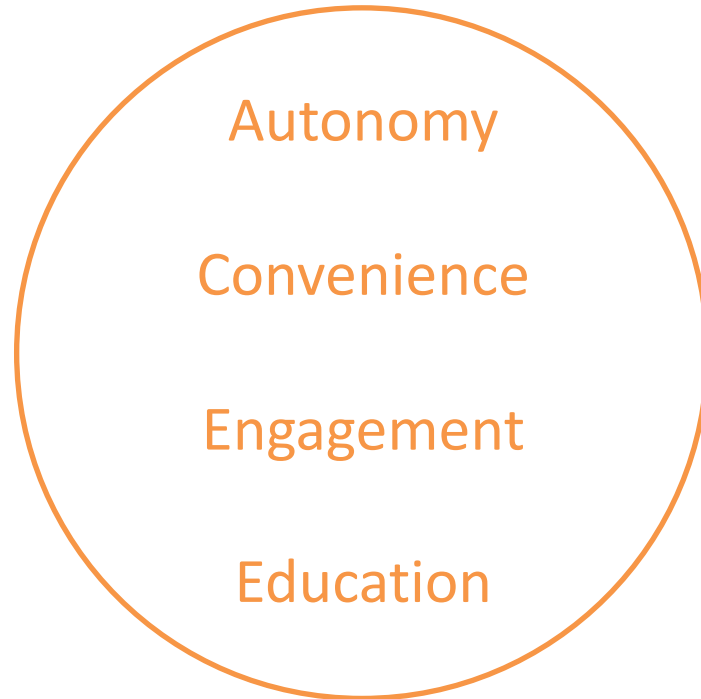


# Shopping: Discovery & Transactions

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**NEED**  
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**WANT**  
impulse



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Emotional

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discover  
explore

**CONNECT**  
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experience

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# Flexible Fulfillment

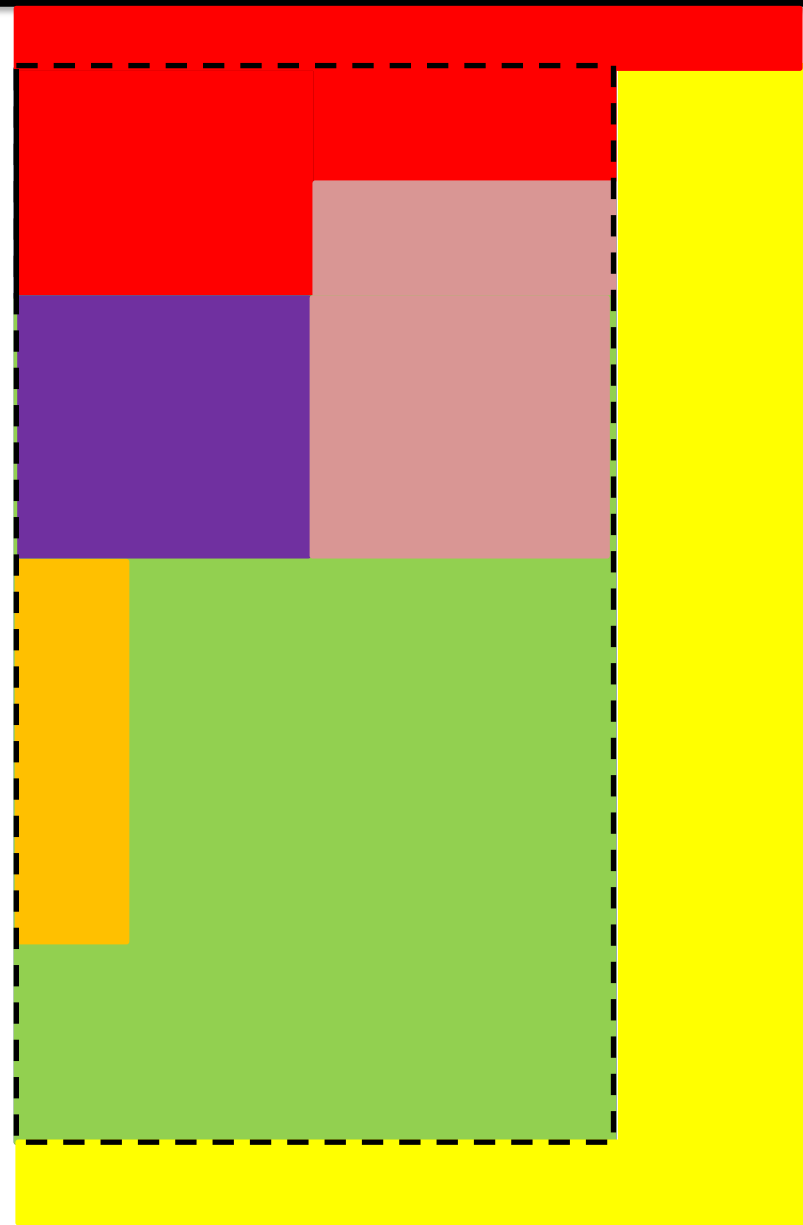
- Quick collect - In-store Pick Up
- Curbside Services
  - Pick Up
  - Returns
  - Extended store hours before & after open
  - Lockers for 24/7 service
  - Exclusive offers for curbside only
- Micro fulfillment center
  - Pick
  - Pack
  - Ship

# Your Store of the Future

1. ENVISIONS AND REINTERPRETS OLD IN-STORE SHOPPING MODELS INTO NEW SYSTEMS & PROCESSES FOR TODAY'S SOPHISTICATED AND TECH SAVVY SHOPPER.
2. UTILIZES THE ENTIRE SPACE INSIDE AND OUT.
3. PROVIDES CUSTOMER JOURNEYS FOR MULTIPLE SHOPPING MODES.
4. CREATES INNOVATIVE IMMERSIVE CUSTOMER EXPERIENCES.
5. INTEGRATES MULTIPLE CHANNELS.
6. ADDS FLEXIBILITY & CONVENIENCE FOR THE CUSTOMER TO BOTH SHOPPING AND FULFILLMENT FUNCTIONS.

## COLOR KEY:

-  Curbside Services
-  Micro-Fulfillment/Staff/Broadcast
-  Showroom/Pick your own
-  Information Station (Cash Wrap?)
-  Social Connect
-  Product Presentation/Display





# WHAT DOES ALL THIS MEAN?

**Today's Topic:** Create a blended space in your store that is flexible and allows for quick changes to accommodate and add value to What Your Customer Wants while bringing you the sales and profit you need.

Accommodating the new means you **MUST** make every **LINEAR FOOT** of your sales space efficient. You **WILL** have **LESS SPACE** to present and display product. Your challenge, make the same or more sales and profit in less overall space. Connecting your buy, to your floor, to your cash register is the key.

## **YOUR OPTIONS (unless you can build out your space):**

1. Clean up your assortment. If it isn't selling, get it out.
2. Look for new items with higher margins to replace what you let go.
3. Are you using every available foot of space? Ceiling, floor, windows?
4. Are you using the most efficient fixtures for your space?
5. Sign up for the Intro to the Master Merchant Advisory and learn how to create and maintain a sales floor that maximizes sales and profit now and in the future.

**Thank you! Any Questions?**

# What's Next?

1. **Join VM-CLUB today!** Receive a weekly coaching video, 30% off most services, Free Webinars & much more.
2. **ONE on ONE Retail Store Analysis & Training**, a front to back, top to bottom floor analysis to find out what you're doing right, address your challenges and identify areas for improvement. VM-CLUB Discount Applies. <https://vm-club.thinkific.com/courses/one-on-one-store-analysis-training>
3. **Intro to the Master Merchant Advisory Program** Connect your buy to your floor to your customer to your cash register. this quarterly service targets a select category, sub-category or zone in your store and gives you a taste of how the advisory can help you increase sales and



profit in less physical space. VM-CLUB Discount Applies. You must request access to this course.

Email Anne today:

[onomadeinthe191@gmail.com](mailto:onomadeinthe191@gmail.com)

# Resources for Review

**EPAM Continuum Blended Spaces:** <https://www.epam.com/about/newsroom/in-the-news/2021/blend-space-study-examines-the-potential-solution-to-fragmented-retail-experiences>

**Tango second annual retail benchmark survey**

<https://www.globenewswire.com/news-release/2022/05/17/2445115/0/en/Tango-Reveals-Consumer-Expectations-are-High-Can-Brands-Keep-Up.html>

**NRF Blog** 5 ways retailers are innovating curbside pickup <https://nrf.com/blog/5-ways-retailers-are-innovating-curbside-pickup>