



Recently we asked readers how we could improve our newsletter. Based on YOUR input we have increased the frequency of delivery from quarterly to monthly. This change notwithstanding, we continue to be committed to delivering quick hitting, actionable content that does not fill your email box.

Tips to Drive Customer Engagement:

As a result of a consulting project I am doing for an international jewelry brand, I have spent an inordinate amount of time in retail stores and shopping malls lately. A few observations from my retail safaris hopefully will help you simplify and execute some key components often missing from my consumer experiences of late.

1. Greet your customers! These visitors have passed by many stores on the way in to your business - acknowledge their entry as soon and as warmly as possible.
2. Help them succeed at the mission that brought them to you. Whether browsing, self-purchasing, or gift buying, help guests navigate your business to get their expressed needs met.
3. Facilitate discovery. Once a person's need is achieved, invite the guest into an opportunity to discover additional new products or services.
4. Appreciatively invite them back. Whether they purchased or not, thank them for today's visit and let them know you look forward to seeing them again.

The best products and services, even coupled with extraordinary technology, are often underwhelming when the four components listed above are not flawlessly executed.

Timeless Wisdom

Do what you do so well that they will want to see it again and bring their friends. - Walt Disney

The Best of the Blog:

Why it's in your own interest to forget your self-interest

The modern world inundates us with a constant flow of information. Not wanting to miss anything, our tendency is to scan the clutter for ways to improve our businesses. Studying best practices, following experts on Twitter, regularly checking in with our favorite bloggers, we ultimately seek to be better and do better by our customers. Sometimes insights are cutting edge and bend thinking in new ways. Other times we find activating perspectives in established works. [Read more.](#)



The Michelli Experience
lynn@josephmichelli.com
<http://www.josephmichelli.com>

