

# RETAIL TRAFFIC

## KEY STRATEGIES TO GET MORE CUSTOMERS



## HIGHLIGHTS

TRANSACTIONAL CUSTOMERS

RELATIONAL CUSTOMERS

WHY IT MATTERS

## TRANSACTIONAL

A GREAT EXAMPLE OF A TRANSACTIONAL CUSTOMER IS ONE THAT IS SHOPPING FOR GASOLINE AND LOOKING FOR THE GAS STATION WITH THE LOWEST PRICE, ESPECIALLY THESE DAYS!

## RELATIONAL

AN EXAMPLE OF A RELATIONAL CUSTOMER IS ONE THAT IS SHOPPING FOR GARDENING SUPPLIES AND THEY NEED ADVICE ON HOW TO START A GARDEN. THEY ARE MUCH MORE LIKELY TO BE INTERESTED IN A LONG TERM RELATIONSHIP.

## WHICH IS BETTER FOR YOUR BUSINESS: RELATIONAL OR TRANSACTIONAL CUSTOMERS?

THE DIFFERENCE BETWEEN RELATIONAL AND TRANSACTIONAL CUSTOMERS CAN MAKE OR BREAK YOUR BUSINESS. THIS DISTINCTION WILL AFFECT EVERY ASPECT OF YOUR BUSINESS.

**TRANSACTIONAL CUSTOMERS:** MOST TRANSACTIONAL CUSTOMERS CONSIDER PRICE AS THE MAIN FACTOR THAT INFLUENCES THEIR PURCHASE DECISION. THESE CUSTOMERS SHOP THE COMPETITION, USE SPECIAL OFFERS AND DISCOUNTS AND MAY EVEN TRY TO NEGOTIATE PRICES. TRANSACTIONAL CUSTOMERS WILL LIKELY MAKE A PURCHASE ONE TIME AND DO NOT VALUE A LONG-TERM RELATIONSHIP. IF AND WHEN THEY COME BACK AGAIN, IT WILL LIKELY BE BECAUSE YOU HAVE THE LOWEST PRICE. GENERALLY, THESE CUSTOMERS ARE NOT LOOKING FOR A WIN-WIN SITUATION, THEIR PRIMARY GOAL IS TO BE THE WINNER.

**RELATIONAL CUSTOMERS:** RELATIONAL CUSTOMERS ARE THE POLAR OPPOSITE OF TRANSACTIONAL CUSTOMERS AND PRICE IS JUST ONE OF MANY FACTORS IN THEIR PURCHASE DECISION. SOME OF THE OTHER CONSIDERATIONS THAT INFLUENCE THEM ARE THEIR RELATIONSHIP WITH THE SELLER, THE COMPANY'S VALUES AND HOW THEY ALIGN WITH THEIR OWN AS WELL AS CUSTOMER SUPPORT. WHILE PRICE IS IMPORTANT TO THEM, THEY ARE COMFORTABLE SPENDING MORE MONEY AS LONG AS THEY SEE THE VALUE IN THE RELATIONSHIP. THEIR GOAL DURING THE PURCHASE PROCESS IS TO MAKE A GOOD CHOICE AND BUILD A RELATIONSHIP.

**HOW THIS IMPACTS YOUR BUSINESS:** DEPENDING ON THE TYPE OF CUSTOMER YOU WANT FOR YOUR BUSINESS, IT'S IMPORTANT TO ANALYZE YOUR SALES PROCESS AND ENSURE THAT YOUR PRICING, OFFERS AND MARKETING SPEAK TO THE PRIORITIES OF YOUR TARGET CUSTOMER. IF YOU ARE LOOKING TO DEVELOP LOYAL CUSTOMERS, IT WOULD BE ADVISABLE TO USE THE RELATIONAL APPROACH. BE SURE TO EDUCATE YOUR SALES TEAM ABOUT YOUR CUSTOMER ACQUISITION STRATEGY AND TRAIN THEM TO DELIVER EXCEPTIONAL CUSTOMER EXPERIENCES. RELATIONAL CUSTOMERS OFTEN BECOME ADVOCATES FOR YOUR BUSINESS AND WILL REFER THEIR FRIENDS AND FAMILY WHILE COMING BACK OFTEN. WHILE SOME OF YOUR COMPETITORS MAY BE OFFERING INCREDIBLE DISCOUNTS, WITH RELATIONAL CUSTOMERS, YOU WILL NOT NEED TO JOIN THE RACE TO THE BOTTOM.

# TRAIN YOUR TEAM TO GET THE RIGHT CUSTOMERS



## EDUCATION IS THE KEY TO SUCCESS

ONCE YOU ESTABLISH THE TYPE OF CUSTOMERS YOU WANT TO ATTRACT TO YOUR BUSINESS, THE NEXT STEP IS TO TRAIN YOUR TEAM TO DELIVER AMAZING CUSTOMER EXPERIENCES. THIS INCLUDES EMPOWERING YOUR FRONT-LINE TEAM MEMBERS TO SOLVE CUSTOMER PROBLEMS ON THE SPOT. VISIT [WWW.GRIPRETAILED.COM](http://WWW.GRIPRETAILED.COM) FOR MORE EDUCATIONAL RESOURCES TO IMPROVE YOUR CUSTOMER TOUCHPOINTS.

WANT TO LEARN MORE ABOUT IMPROVING YOUR RETAIL BUSINESS? GET OUR FREE NEWSLETTER THAT WILL PROVIDE YOU WITH MORE GROWTH STRATEGIES. VISIT [WWW.GRIPONTOOLS.COM](http://WWW.GRIPONTOOLS.COM) TO JOIN OUR COMMUNITY FOR FREE.

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## ABOUT THE AUTHOR: ELIAS AMASH

ELIAS AMASH, PRESIDENT OF GRIP, IS AN INDUSTRY VETERAN WITH MORE THAN 30 YEARS OF EXPERIENCE IN GLOBAL SOURCING, MANUFACTURING, DISTRIBUTION, RETAIL MERCHANDISING, FULFILLMENT, MARKETING, TECHNOLOGY, AND OPERATIONS. HE IS A TRUSTED PARTNER TO HUNDREDS OF RETAILERS AND HAS "LEVELED UP" THE INDUSTRY WITH GRIP'S UNDYING COMMITMENT TO OFFERING ONLY THE HIGHEST LEVELS OF SERVICE TO ITS CUSTOMERS. AMASH HAS RECENTLY PUBLISHED EIGHT SKILLS THAT PAYOFF FOREVER & THE TOP 10 MOST IMPORTANT LESSONS BOOKS. HE IS ALSO THE AUTHOR OF THE RETAIL ADVANTAGE: HOW TO WIN THE WAR WITH AMAZON, RETAIL SURVIVAL: WHO LIVES, WHO DIES AND WHY, THE FUTURE OF RETAIL, IMPORTING FROM CHINA: THE GOOD, THE BAD, AND THE UGLY, AND 101 BRIGHT IDEAS: WINNING TACTICS TO INCREASE RETAIL SALES. VISIT [WWW.ELIASAMASH.COM](http://WWW.ELIASAMASH.COM) FOR MORE DETAILS AND GREAT CONTENT.

## RETAILER ED

YOUR SUCCESS IS OUR PRIORITY. TO SUPPORT OUR RETAILER COMMUNITY, WE PROVIDE A SERIES OF REPORTS, ARTICLES AND BOOKS THAT HELP YOU GROW YOUR RETAIL BUSINESS AND COMPETE IN THE NEW WORLD OF RETAIL.

[WWW.GRIPRETAILED.COM](http://WWW.GRIPRETAILED.COM)

## ABOUT GRIP

GRIP WAS INCORPORATED BY CHARLES AMASH IN 1980 AND HAS GROWN INTO ONE OF THE NATION'S TOP SUPPLIERS OF INNOVATIVE PRODUCTS TO THE RETAIL INDUSTRY.

LOCATED JUST SOUTH OF GRAND RAPIDS, MICHIGAN, GRIP FEATURES A 200,000 SQ FT STATE OF THE ART WAREHOUSE FACILITY INCLUDING A 2,000 SQ FT PRODUCT SHOWROOM.

GRIP CARRIES A PRODUCT LINE OF OVER 1,000 SPECIALTY TOOLS, TARPS, AUTOMOTIVE, CARGO CONTROL, CLEANING, LED LIGHTING, MAGNETICS, OUTDOORS, HOUSEHOLD ITEMS, IMPULSE AND GENERAL MERCHANDISE. GRIP HAS A PROVEN TRACK RECORD OF EXCELLENCE IN SUPPLYING RETAIL CLIENTS WITH INNOVATIVE PRODUCTS, TIMELY FULFILLMENT, AND WORLD-CLASS CUSTOMER SUPPORT. AT GRIP, EVERYTHING IS ABOUT EARNING YOUR BUSINESS...ONE CUSTOMER AT A TIME. IT'S ABOUT BUILDING RELATIONSHIPS AND FOSTERING BUSINESS PARTNERSHIPS THAT WILL LAST LONG INTO THE FUTURE. OUR GOAL IS TO HAVE CUSTOMERS FOR LIFE. THE FUTURE AT GRIP IS EXCITING AND WE'RE HOPING THAT YOU CAN BE A PART OF IT AS ONE OF OUR MANY CUSTOMERS FOR LIFE.

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