

Home furnishings retailers who depend on personal selling by their employees for their operating revenue need to influence and control the point of contact with their customers, and the processes that get things sold in their stores. Joe Capillo has spent over 35 years studying the dynamics of retail selling in furniture stores as a sales manager, retail executive, business consultant, and developer of sales training programs. Many readers will know him as a contributing editor of Furniture World magazine where his articles have appeared for over a decade. In this book, retailers in the new competitive reality will learn the best ways to enhance their customers experience with their stores. Joe Capillo reveals: - Why your entire customer engagement strategy has to be carefully planned and executed - How to control or influence the point of contact with your potential customers - Why retailers have to take a broad, strategic view of the entire selling process and become intimately familiar with all of the available consumer research - How to understand what consumers are thinking and saying about their experiences with our industry - What your customers really want from their store experiences. In this book, Joe takes you through the processes of interpreting research relevant to our industry. In this way, you will learn to develop strategic approaches to serving customers, and use what consumers have told researchers they want from their relationships with our stores. Joe Capillo reveals the view that retailers must have to truly engage consumers and retain them in today's rapidly changing retail world.

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