

DISCOVER DOWNTOWN

salmon arm

S H O P ~ T A L K



What's So Special About the Competition?

When was the last time you asked yourself or your team what's so special about the competition? When was the last time you shopped the competition?

What you don't know can hurt you! What are you waiting for? Don't just wonder what the competition is doing. Find out for yourself!



A good way to keep ahead of the competition is to send out your staff once per season on an official mystery shopping

mission. This should be part of their job and they should be paid for their time. Ideally, you should allocate a budget for each shop so they can buy an item and experience the entire transaction.

Upon return – all staff enter into a briefing session which should not turn into an nonproductive competitor bashing session!

Learn and Improve! Remember - what you don't know, your customers do.

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How Does the Competition do it?

Don't fool yourself into feeling secure. Make sure your confidence is based on fact not fiction. Once you've figured out who your competition is, study them like you've never studied before. Know their price points, how they advertise, what they offer the customer. Keep asking yourself: why would my customer shop there? Learn what best qualities your

competitors have and adopt them – learn their worst and avoid them.

It may come as a surprise to see just who's shopping at the competition. It may just be that "loyal" customer who just bought something in your own store so it only makes "cents" to maximize the shopping experience of the customers currently

frequenting your store. Improving the overall experience of each customer's visit will give you the edge over your competitors every time.

Feeling secure? Send a mystery shopper into your business to analyze how customers are being treated, what stimulates them about your products and how they "feel" when at your business. Remember – even you should not know when they may be coming or who they are...this is a competitive world and reality is the key.

Remember what you don't know can hurt you.

What are you waiting for? Do you truly know who your competition is?

Go on and find out – the competition is waiting!

WHAT TO LOOK FOR

- price points
- advertising
- online presence
- merchandise, brands, specialities
- displays and signage
- return policies
- target customers
- service strategy
- why do employees want to work there

