

The Customer Frontline System Is Designed for Musical Instrument Dealers to Profitably Manage the Three Challenging Realities of Retailing

1. Sales Employees Need Motivation to Succeed...

Customers visit a music store because they, or someone they know, have a desire to advance their achievements in musical performance. They buy things and return to buy more because someone can help them make progress toward their goals. Our training and consulting work verifies that successful sales people have developed a mindset of responsibility to learn what a customer wants to achieve followed by continued efforts to match instruments, lessons, and related services to the customer's recognized needs. This mindset is manifest when they are talking with customers, demonstrating instruments, etc. Customers sense this authenticity and bond with a sales person who empathizes with their desires to play music. How is a database selling system related to this phenomena? It's the perception vs. reality thing. Let's face it, business is not always up, and selling includes having customers say no when asked to buy. Perceptions can easily turn negative, it's the occupational hazard of selling. The Customer Frontline system is designed to be a reality check for professional sales people. Within seconds a sales person can begin to find those customers who need follow up based on previous conversations and encounters as documented in the database. Before long an ambitious sales person re-discovers the reality that selling opportunities can be found by auditing the database - a perfect anecdote to frustration and rejection!

2. There Isn't One Way to Sell 1,000 Instruments but Rather 1,000 Ways to Sell One Instrument...

Each customer has a unique musical performance goal. It's the marker that defines how a musical instrument retailer must add value to close a sale. As noted above, customers have a common qualification: they, or someone they know, wants to make music. But then another reality sets in. Customers divide into myriad categories defined by instrument, performance level, age, financial qualification, etc., etc. Customer Frontline is designed to organize customers into purchase qualification segments by categories by department. With easy to use database navigation tools it takes only seconds to find beginning guitarists in the Combo Department, middle school saxophone players in the B&O Department or ready to buy grand piano prospects in the Piano Department. Customer segmentation fosters sales and marketing accuracy. Marketing initiatives and other follow up contacts have more impact because they can be tailored to the identified buying qualifications of the target customer segment. Targeted sales promotions deliver higher value offers to buy. Sales people can "zone in" on specific customers that are considered likely to say yes when closing a sale. No more sending discount coupons for mouthpieces to bass guitar players!

3. Customer Loyalty Made A U-Turn - It Now Comes From the Retailer, Or Else...

The internet has changed everything in retailing, except human nature. This third reality is non-negotiable: people buy from people they trust. Customers will buy from the source that motivates them to pursue their musical agendas by offering qualified products, programs and services at prices that guarantee them the best value. A store must be loyal to its customers or lose them to another seller anywhere in the world. Loyalty and trust evolve when people talk to each other over a shared interest. This is the essence of the Customer Frontline design concept. Customer profile information, readily available from the Customer Frontline database, makes it easy for sales employees to not only "keep the conversation going" with your customers but also keep the conversation profitable. Previous purchases, notes from past conversations, outlines of future purchases, etc. all combine to help a sales person stay in tune with the unique musical agenda associated with the customer of the moment. Retail is detail. No detail is more critical to the corporate bottom line than a professional sales employee with a database of reasons why a customer is qualified to make a purchase at your store!
