



Provide a great shopping experience

64% of customers would prefer to shop on the high street¹. That's nearly two thirds.

How can you use this knowledge to help your business?

The top reasons for visiting the high street are²:

- convenience
- price
- the ability to test/try on products.



Make a shopping experience memorable

Shopping can be a chore but it's also a leisure activity and a chance to socialise.

- **Look good:** don't overcrowd window displays and remove old posters.
- **Say hello:** greet customers and show an interest in what they're looking for to help build relationships.
- **Show off expertise:** help customers to choose the right product. It's a service they can't get online.
- **Offer samples:** giving customers a chance to try a product can work well. Young consumers often respond well³.
 - Food samples will influence 70% into buying.
 - Two-thirds will purchase beauty product after trying a sample.
 - 60% of young males would buy a beverage if they liked a sample.
- **Customer incentives:** Share discount codes through newsletters, flyers and social media for in-person visits.
- **Work with your stock:** be aware of which products are best sellers or essentials that bring customers to your shop. Link promotions and discounts with these products.



Find out what your customers want

- Gather customer feedback from online reviews, informal conversations or a survey.
- Look at the feedback regularly. See what actions you can take and any quick wins e.g. stocking a new brand.
- Some feedback will take longer to action, such as changing the shop layout. Use it as you plan the project.
- Sometimes feedback will request a service you already offer. If a customer isn't aware of what you do so start including it in your publicity.



Embrace the seasonal

Know your neighbourhood and your customers, then focus on what really interests them.

- Seasonal impact should not be a surprise. Plan in advance.
- Share changes of opening hours online, in your store/window and in-person to customers.
- Look at how you can manage seasonal demand. Can you offer a special price if orders are placed early? Or a discount at a time of the year when demand is low?

Caring for **people**, our **places** and the **planet**



Examples of what your business could do

- A café offers samples of new drinks from their menu, with staff giving recommendations. They give a 10% off voucher to anyone who tries one which can be used the following week.
- A shop makes a six-month plan for promotions of popular and newer items. Planning ahead means they can tell customers using their newsletter, social media and in-store flyers.
- A hairdresser reminds customers about their next appointment by text and email. They offer a refer a friend scheme. Staff chat to customers about new trends and recommend new products.



Your business checklist

Weekly

- Check for out-of-date or tatty posters and displays.
- Collate customer feedback. Take action to follow up.
- Know where products are in your store. This will mean that you can guide customers to the items they need.

Monthly

- Plan discounts and promotions.
- Look for opportunities to provide samples.
- Share information about in-store promotions. This can be done by using social media and your electronic mailing list.
- Look at flyer distribution in the local area. Share a press release with the local publications if there is a newsworthy angle.
- Develop product knowledge and expertise. Customer-facing staff need to learn about what they sell to make personalised recommendations to customers.



- 1 Statista, 2020
- 2 Retail Week. High Street Rebooted 2021
- 3 Advantage Solutions, 2022
[\(PDF download\)](#)



Business support from Barnet Council

Visit www.barnet.gov.uk/business or email barnetbusiness@barnet.gov.uk