

Webinar Series:  
Navigating These  
Uncertain Times



**Creating Customer Loyalty That Lasts:**  
Educate, Inform And Entertain To Build Long-term Loyalty

April 8, 2020

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**4 Ways To Obtain A Copy of Today's Presentation**



1. Download Presentation from [Gotowebinar.com](http://Gotowebinar.com) (Global Pet Expo Channel)
2. Download The Presentation From the **Handouts** Section of this webinar
3. Follow Links at [GlobalPetexpo.org/seminars](http://GlobalPetexpo.org/seminars)
4. Email [lynn@petretailhelper.com](mailto:lynn@petretailhelper.com)

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**Why Listen To Creative Business Consulting Group? .....WE KNOW PET RETAIL**



- 30 Years Pet and Retail Experience
- Experienced Pet Business Strategist, Inventory Planner And Profit Improvement Specialist
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Times Have Changed Rapidly - Is Your Pet Business Ready For the Long Term?



THIS ISN'T JUST ABOUT DRIVING GROWTH. IT'S ABOUT STAYING IN BUSINESS.

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Now – And Down The Road – Don't Try to Sell, Try to Serve



- Instead Of Trying To "Sell", Focus On Serving Customers - (Which Will Lead To Sales)
- "How Can We Make It Easier For You To Feed/Treat/Protect/Wash Your Pets?"
- Use This Time To Satisfy Current AND Meet New Customers
- Be The Voice – AND FACE – For Customers NOW – NOT An Online Store
- Maintain A Solid Relationship With Your Community
- Be There Continuously



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Communicate To – and With - Your Customers - Often



Be In Touch With Your Customers –

- Let Them Know How Much You Appreciate Them And Care About Them—even If They Are Buying Fewer Goods And Services From You.
- Additional Connections Now Will Form Stronger Relationships And Long-Term Loyalty



**Business Idea: Set-up A Hotline**

Show Your Customers That You're Still Here For Them. Schedule A Block Of Time Where Customers Can Chat Or DM You Questions About Products And Services.

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## Create MORE Payment Options - Offer Convenience To Your Customers



### Mobile Payment Apps

Add Mobile Wallet Payment Options, Such As Apple Pay, Android Pay, And PayPal To Facilitate Quicker Checkouts

### Mobile Self-checkout

Add Tools To End Lengthy Lines And Bring The Register To Your Customers' Fingertips



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## Exercise Generosity With Your Loyalty Program



- Do Your Best To Take Care Of Your Loyal Customers
- What Special Services And Resources You Can Offer Your Best Customers?

### Options:

- Extend The Expiration Deadlines
- Lower The Point-price Of Rewards
- Instant Offers For Members
- Offer Double Bonus Points On Products Each Week
- Got A VIP Club? Prolong The Membership Status – Or Give Special Perks Now



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## Can You Continue Charitable Efforts Now? It's A Great Way To Give Back To Your Community



- If You're Financially Able, Consider Giving % Of Purchase To Pet Organizations Supporting COVID-19
- Customers Can Support Charities And Feel Good At Same Time
- Offer Customer Rewards For Donating To Your Causes
  - Select A Charity Helping Those Affected By The Virus, Add An Option To Donate As A Product When People Purchase
  - Reward Donations With Exclusive Loyalty Program Perks



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## Team Up With Other Local Businesses



### We Are All In This Together.

- Now Is The Time To Team Up With Alliance Partners And Even Competitors To Put Resources To Good Use In The Local Communities Where You Operate
- Run Out Of Inventory? Could You Source From A Competitor To Help Maintain Your Customers' Trust And Confidence?

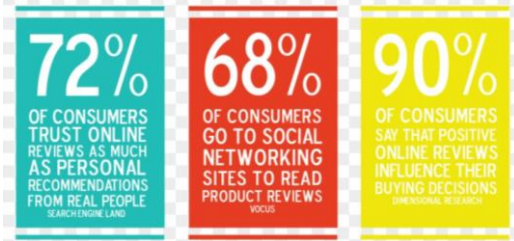


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## Spotlight Reviews: Remind Old Customers Why They Love You & Introduce New Ones To Your Biz



Build Trust And Transparency By Refocusing On Reviews For Those Traditional Brick & Mortar Customers That Are Now Shopping Online

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## Support Your Customers Before, During AND After The Sale.. It's a Relationship, NOT a Transaction



### Use SM As Customer Service Tool

- 90% Of Consumers Have Used Social Media To Directly Talk To Brands (Also Their Preferred Medium For Customer Care)
- Responding Promptly And Resolving Your Customers' Queries Can Help Increase Their Trust In You
- Providing Good Customer Support On Social Media Is Another Great Way To Drum Up Business Through Word-of-mouth Marketing



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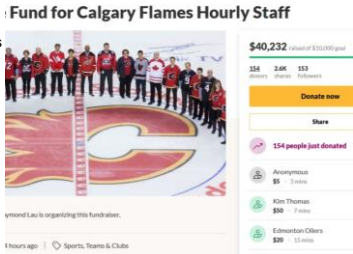
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## Ask For Help – From Vendors, Lenders And Maybe Customers (They May Want To Help)



- Do You Have Locations Or Services You've Had To Close That Affect Customers And Staff?
- Are You Struggling To Support An In-store Staff Who Is Now Out Of Work?
- Consider Asking Your Customers To Chip In By Creating A Fund For Out-of-work Employees — Giving Consumers An Opportunity To Come Together, Get Involved, And Support Your Business.



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## Mark Your Calendars: Join us For Our NEXT Session



Webinar Series:  
Navigating These  
Uncertain Times

PetStorePro®



What's NEXT For Your Pet Business?

How To Plan, Prepare And Forecast The Balance Of 2020

Wednesday, April 15, 2020  
11:00 AM ET

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