

Anne Obarski

Speaker/Author/ Retail Coach

- Be Contagious...
- On Purpose...
- In a good way!




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"I'll just get it online"

Tips to Keep Customers on Your Doorstep

with Anne Obarski



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E-Commerce Sales
Are Predicted to Hit
\$6.5 Trillion by 2023 (Statista)

75% of People *Shop Online at Least Once a Month* (Statista)

63% of *Shopping Journeys Start Online* (Think with Google)

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Companies striving to lead will need to focus both workforce and business strategy on ONE common goal---

Operating as a Business of Experience

Gregor Barry, Accenture 2021

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- Customer Service
- Inventory Control
- Online Presence
- Unique Advantage

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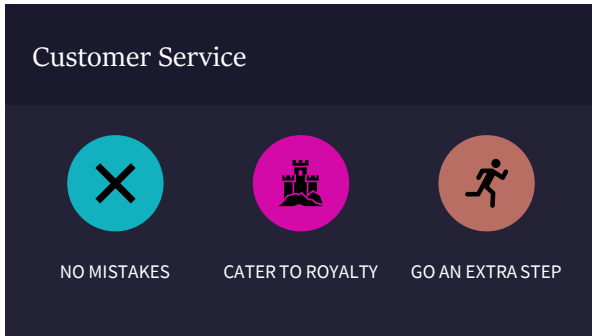
Customer Service



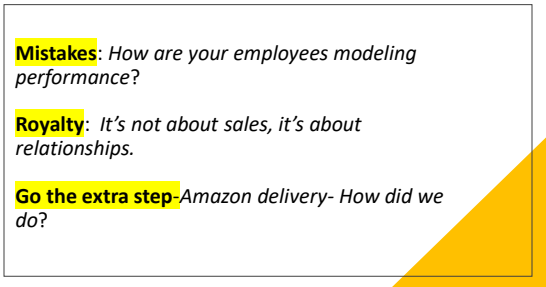
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Necessary Skills

- Listening Skills
- Be engaged
- Be a Problem Solver
- Be Empowered

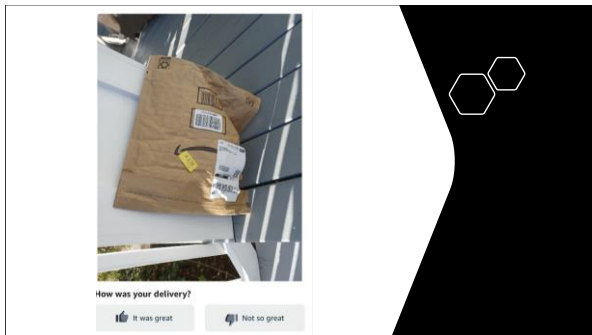


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Mentor Capabilities
Cross Training
On-going learning

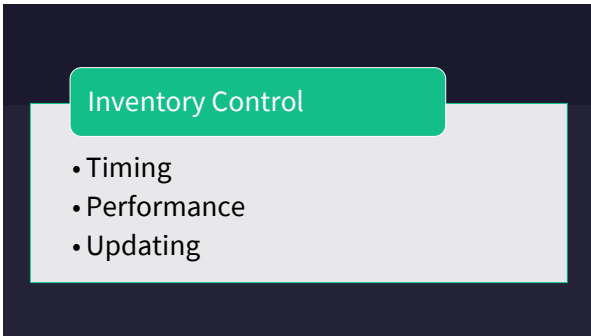
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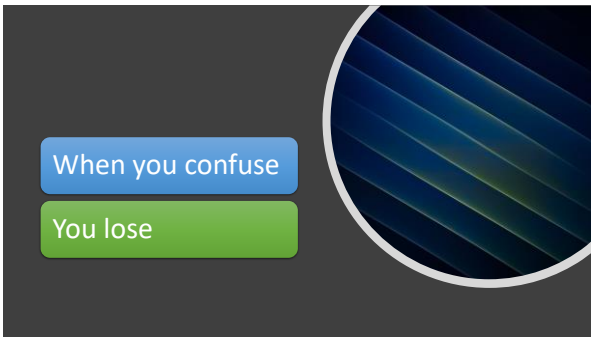
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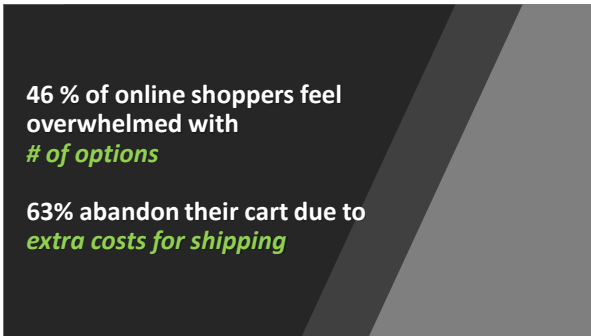
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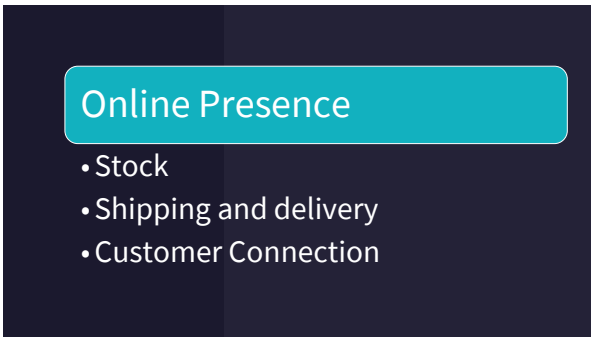
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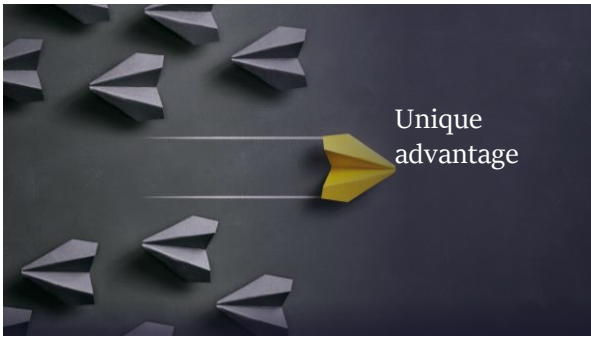
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Your current customer base is the best asset your business has



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What **ONE word** will combine your **online presence** and **in store experience** to your biggest advantage and make your **business of choice**...

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Trust



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Every customer is like a small miracle:

*Out of all the things they could be doing that day,
Out of all the places they could be,
Out of all the companies they could buy from,*

They're buying from YOU!

Bridget Brennan, "Winning Her Business"

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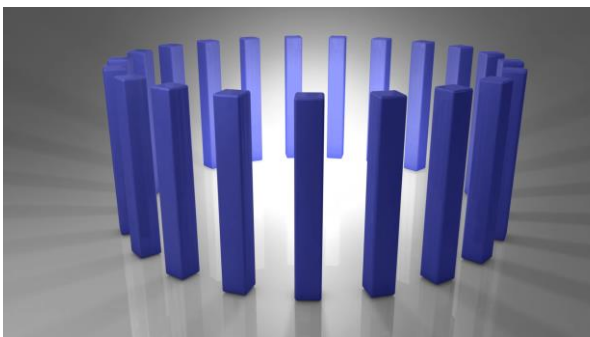
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