

# What Do Shoppers Want?

Embrace the New in Everything You Do

**R**etailers are always looking for something new. Whether it's something unique and different that the store down the street doesn't stock or getting to be the first to introduce a new product to your community, "new" is always in style.

Why? Because it makes your store different from all of the others. Stocking your shelves with something new creates an expectation for the shopper that you are always bringing them something unique.

Independent paint dealers not only have to drive foot traffic, but they also have to develop loyalty to keep those customers coming back again. Don't give your shoppers the chance to be tempted by the big boxes.

There are so many ways you can look at bringing something new to your customers. I would argue that paint is seasonally resistant. While data shows that there are higher volume periods when paint is purchased, from the consumer's standpoint, there is always a paint project to be done. There is nothing—and I mean nothing—that freshens up a room like a coat of beautiful paint. You can get new furniture, pillows or rugs, but if the walls aren't newly painted, then forget about it!

There are many ways, in addition to products, where independent paint dealers can highlight new in their stores.

- **Displays.** Are your displays attractive and clean, and do they offer a new perspective to help stimulate the shopper's imagination?
- **Knowledge.** Are your associates current on new paint applications and equipped with the proper training to give relevant and tangible advice to your shoppers? Visit [pdra.org/education](http://pdra.org/education) to learn more about the training opportunities that are available through your association.



- **Color Trends.** Are you boldly showcasing the newest colors with idea-generating photos showing how those colors can transform a room?

If you are consistently executing on all of the above points, then I guarantee you are bringing what's new to your shoppers each and every day. New stimulates a feeling that even the least creative consumer wants to experience: inspiration. Shoppers look to their independent paint dealers to help inspire them to tackle their paint projects.

New can be presented in so many different ways to tap in to your customers' emotions and spark a new and fresh perspective. It is not necessarily a new product, but an offering that is new to the customer that gives them a feeling of inspiration that they are able to transform their home. The important part is that you can help them achieve it!

So, when you are looking for something new to offer your shoppers, don't get boxed in to what you can put on the shelves. Embrace other ways to deliver new offerings by creating positive customer experiences. Helping your customers feel good is the start to developing loyalty and making your store different from all of the others! ●



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