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Setting the Stage for Success: Informed Customers Become Loyal Customers

Written by Barry LaBov

My wife and I once visited a winery where the tour guide met with us and told us what to expect along the tour - what things to look for and what we might get to see along the way.

He also gave us a high-level description of the steps they take to create their wine. It really struck me how the information he provided up front really made a difference in how our whole tour went. Because we were better informed, we knew what questions to ask in order to make it all more meaningful. By setting up the experience for us, the guide made the tour so much more enjoyable. We both got a lot out of it, and as a result, we bought more wine from that particular winery than the other wineries we visited.

"By preparing the customer as much as possible before they show up at a store, companies can go a long way in making the process as enjoyable as possible." - Barry LaBov

For many of us, making major purchases like cars, appliances and technology can be an unsettling experience. Parting with thousands of our hard-earned dollars isn't easy, even when it's something we really want or need. Today, we can research and compare products all we want from the comforts of home or on smartphones and tablets. But even armed with all that knowledge, when it comes to stepping into a store or dealership, it can still be intimidating. And to alleviate this, there are a number of positive steps companies can take to put potential customers more at ease throughout the purchase experience.
Barry LaBov, a two-time Ernst & Young Entrepreneur of the Year and inductee into the Entrepreneur of the Year Hall of Fame, is founder, president and CEO of LaBov & Beyond Marketing Communications and Training and is president of the board and a shareholder of Sycamore Hills Golf Club, both of Fort Wayne, Ind.

LaBov & Beyond was founded in 1981 and has a client list that includes national and international brands in automotive, recreational vehicles, motorcycles, financial services, construction equipment, apparel and medical devices. LaBov has authored or co-authored more than a dozen business books, including The Umbrella Story series of business parables.

LaBov has been published in national and international publications as well as appeared on CNBC and Fox Business channels. In addition to its Fort Wayne headquarters, LaBov & Beyond also has operations in Detroit, Phoenix and Indianapolis.

His daily blog on business and leadership can be read at BarryLabov.Blogspot.com.