

How a Chain Reaches Out to Its Customers

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DISCOVER SOMETHING NEW

How Do We Do It ?

- 1. Indirect selling
- 2. Direct selling

Indirect Selling

- Commerciality – right book – right place
- Visual merchandising – our windows, displays , section merchandising and layout
- Excellent availability & range
- Value message
- Strong brand campaign themes – Hidden Gems , Film Adaptations (link with Film 4)

Direct Selling & How We Sell to and Engage Our Customers

- Engaged & passionate booksellers
- Training our booksellers in customer service
- Recruiting the right people
- Measuring our service levels in stores through our mystery shopper initiative looking at store presentation, personalised interaction , store ambience & customer purchase

Direct Selling Contd.

- Encourage loyalty with our loyalty card which also links our stores to our website
- Events – from story-time sessions to large author and celebrity signings
- Bookselling expertise-customers buying a book they didn't know they wanted
- Bookseller recommends
- Waterstone's magazine

Summary

- We sell to our customers in 2 ways directly and indirectly
- Q & A's