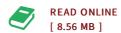




More Than a Showroom

By Bachrach, Daniel G. / Ogilvie, Jessica

Condition: New. Publisher/Verlag: Springer Palgrave Macmillan | Strategies for Winning Back Online Shoppers | The growing phenomenon of showrooming plagues sales managers and small retailers in ever increasing numbers as technology has evolved to create smarter and more empowered consumers. Showrooming refers to the phenomenon of consumers - or potential consumers - browsing products in a retail store, and then ultimately purchasing online at a lower price through another store. In the age of the Internet, the sight of a customer who will visit a store and use their smartphone to scan the barcode, hoping to find the same item at a cheaper price from a different vendor has become commonplace. Through exhaustive research, the authors of this book investigate this exploding trend and offer strategies, tools, and training approaches that can help to transform showrooming customers into in-store sales. Offering retail managers and owners deep insight into how they can stem the loss of resources to showrooming, this book, through a close, systematic examination of showrooming, provides insight and understanding of the value added through customer service and expert salesperson knowledge. Retailers will learn how to implement essential, incremental changes to infuse value in the customer experience and entice significantly...



Reviews

Certainly, this is the greatest work by any author. It can be writter in easy words and phrases rather than confusing. I am just happy to let you know that this is actually the greatest ebook we have study inside my individual daily life and may be he greatest ebook for at any time.

-- Trent Monahan

This book may be worth purchasing. I was able to comprehended every thing using this published e publication. I am happy to let you know that this is the very best ebook i have got read inside my very own daily life and could be he finest ebook for actually.

-- Rhoda Durgan PhD