

# Are you ready for Emotional Commerce?

For centuries, businesspersons have been trying to achieve their goals of "making money" the only way they knew: selling their customers more. Everything is done with that purpose in mind. The most often heard question in the business community is: How can we sell our customers more this year than last?

Endless techniques, from very simple to highly sophisticated, have been developed to help us sell more. An army of consultants are engaged by large and small companies alike to tell us how we can sell our customers more. Employees are often trained only on selling techniques to sell more. Sell, sell, sell is what we hear from the boardrooms to the breakrooms.

Has it worked? Partially, at best.

On the other hand, we have in depth studies about consumer behavior, changes in consumer habits, their preferences, how they spend their money and why, what are consumers really looking for, etc?. All of these studies seemed to have reached the same conclusion: consumers are not just buying products or services, but rather experiences. It is no longer enough to have a good product selection at reasonable prices; we need to provide a memorable and pleasant shopping experience, that not only meets, but exceeds their expectations. We know it, we talk about it, we read it everywhere. But are we doing something about it? Or are we trying to do more of the same under different names?

The above questions have researched for many years and experimented with new and innovative solutions to reconcile the need to increase revenues in a way that is consistent with what today's customers are telling us. In other words, finding win-win relationships between retailers and their customers. We comment on some of our findings.

First, if we are to create experiences, we must appeal to the senses and create desires and aspirations in the minds and hearts of the customers. This motivates the customers to the point where they want something, they want to experience the benefits of your products and how their life will be better using them. This sensory experiences must begin the moment the customer enters the store, continue during their shopping time and impactful enough to make them want to come back for more. This is not about price anymore.

Second, allow the store environment to create the motivation that will compel the customer to want to take action and purchase the products or services being offered. The term motivation is as commonly used as misunderstood. Simply explained, motivation means action, to move to do something. We can, with our actions, words, designs, verbal or non-verbal language and others, try to elicit a reaction. The other person can either react or not, so the decision is always the other person's. When the customers make their own decisions without the pressure associated with selling, they feel in control and generally satisfied. The more knowledge we have about what makes people react and the more stimulus we are able to provide, the greater our chances that the individual would want to

do something or, in other words, become motivated. It's not only an intellectual decision, but an emotional one as well.

When we sell, we are looking for a yes or no answer. When we motivate we awake an aspirational instinct within ourselves. The issues then become "maybe", "I never thought of it", "I can imagine how good I would feel", "It will make me feel better", "I can't resist", "Looks really good" and so on.

This realization has changed the retail business forever. We, **exhibium** are no longer just design firm with conventional solutions. We are no longer experts in design, graphics, fixtures, visual merchandising, rather we are providers of a process of making emotional connections for the customer via the use of visual motivational factors in the store environment.

Visual aspects are motivational factors. Are our fixtures and graphics motivating our customers to want to come to our store? Is the lighting reaching the emotional depths of our customers, motivating their senses enough that they want to fulfill their desires in our store? Is the merchandise presentation talking to our customers and telling them what a great experience they would have if they own it?

We need a change of paradigm between what is and what could be. We are now in the era of emotional commerce and we need the creativity to bring new solutions to new problems. The courage to try them and to adapt to change.

The new formula for success in retailing: use visual motivational factors in your store to motivate your staff and your customers to motivate themselves .

If you want to enter the fascinating world of emotional commerce and experience the difference that **exhibium** will make, then contact us.

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