

CUSTOMER PROFILE UPDATES



Who is your ideal customer?

How do you know?

What does she respond to in your inventory the most? (POS REPORTS)

How have her tastes changed in the last year?

What will she be looking for this year?

What are her shopping fears and frustrations? How does your shopping cart and marketing accommodate this?

Is she shopping in new ways? How should I test or adapt my selling style or marketing channels to meet her?

What is her style, and how would she describe herself?

Is it time to run a customer survey?