

The Return to “Personal Selling” at Retail

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TNS Retail & Shopper Practice

- ❑ Those who make it happen,
- ❑ Those who watch it happen,
- ❑ Those who wonder what did happen.














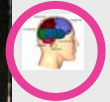
Massification

- Mass production – factories
- Mass distribution – supply chain
- Mass retailing – self-service 





What's on your list today? You'll find it at
Fred Meyer





“One hundred years ago retailers ran their stores by watching their customers closely. Somewhere during the last hundred years, spread sheets, slotting allowances, and quarterly performance replaced the basic principles of the business.”

**Norm Myhr, Group Vice President Sales Promotion and Marketing,
Fred Meyer**

Passive Retailing Merchants vs. Salesmen



Strategy:

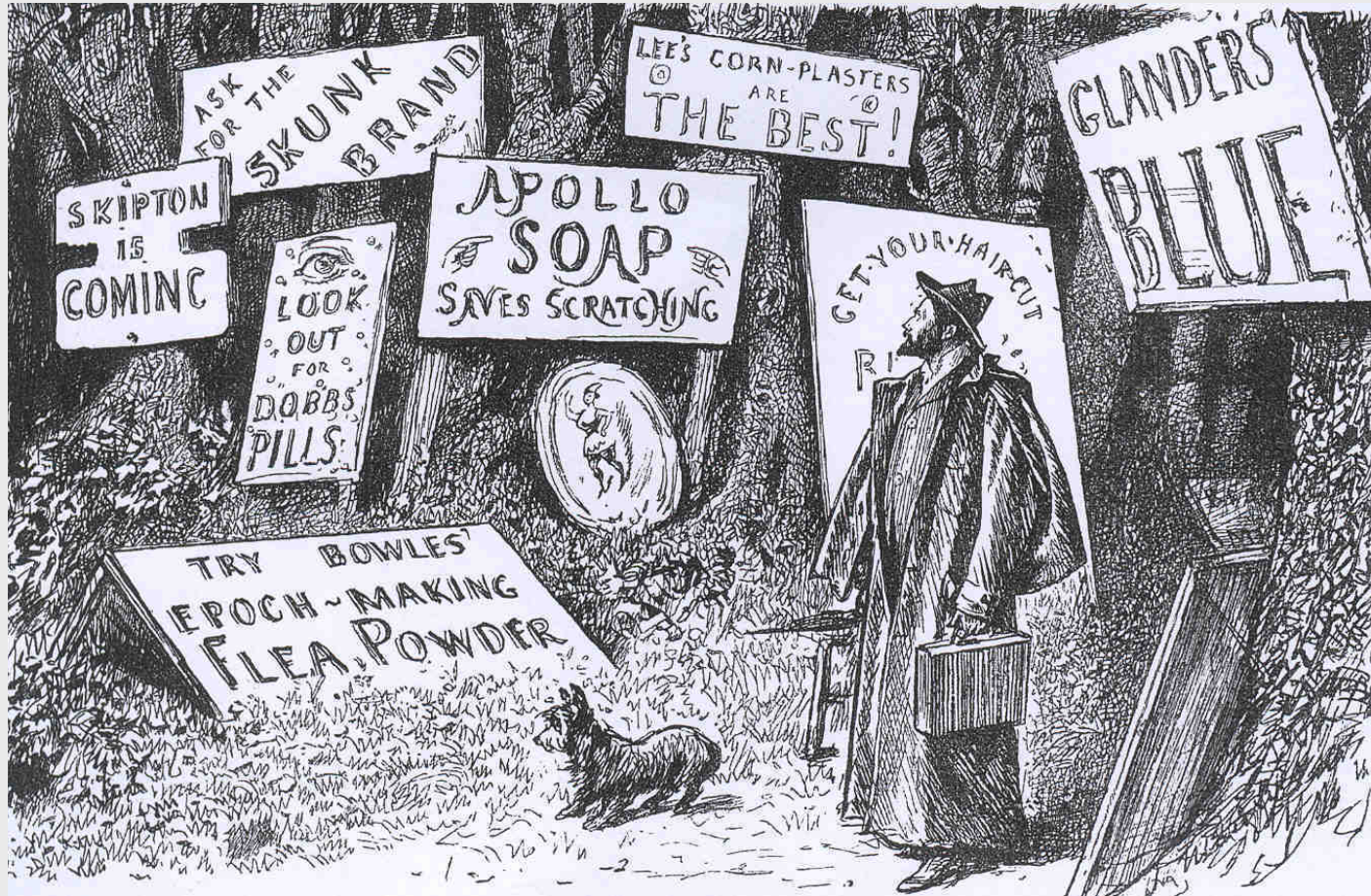
- *Keep shopper prisoner*
- *Make items hard to find*
- *No help in making the choices*

Reward:

- *Frustrated shoppers*
- *Losing profits*
- *Default to price to “sell”*



Massification of Communication





- **Early P&G Soap Opera Ad**



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80 years later



Mass Media Fragments



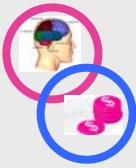




- **In 1995, 3 commercials reached 80% of women 18–49 years of age and**
- **In 2000, it took 92 commercials**



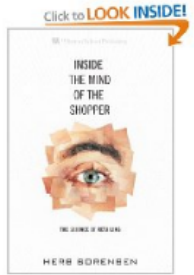
The "Amazonification" of Retail



Amazon.com: Inside the Mind of the Shopper: The Science of Retailing: Herb Sorensen: Books - Mozilla Firefox

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http://www.amazon.com/gp/product/0137126859?ie=UTF8&tag=instheminoft-20&linkCode=as2&camp=1789



Inside the Mind of the Shopper: The Science of Retailing (Hardcover)
by [Herb Sorensen](#) (Author)
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Retailing without stores

*Will telecommunication
and related technologies
transform shopping?*

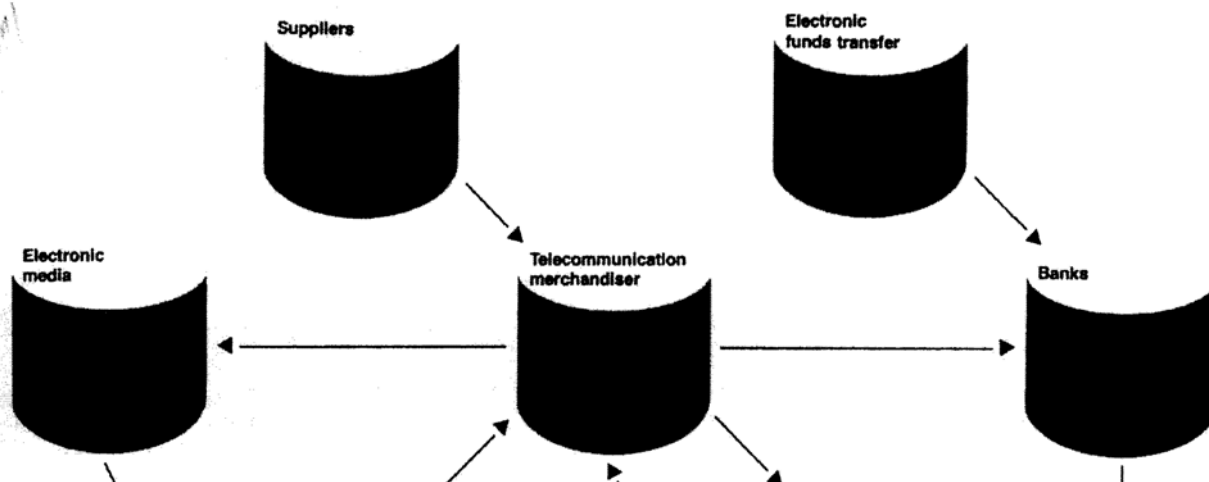
Larry J. Rosenberg and
Elizabeth C. Hirschman

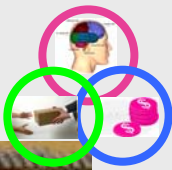
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Harvard Business Review

July-August 1980

Exhibit I "Shopping" at home

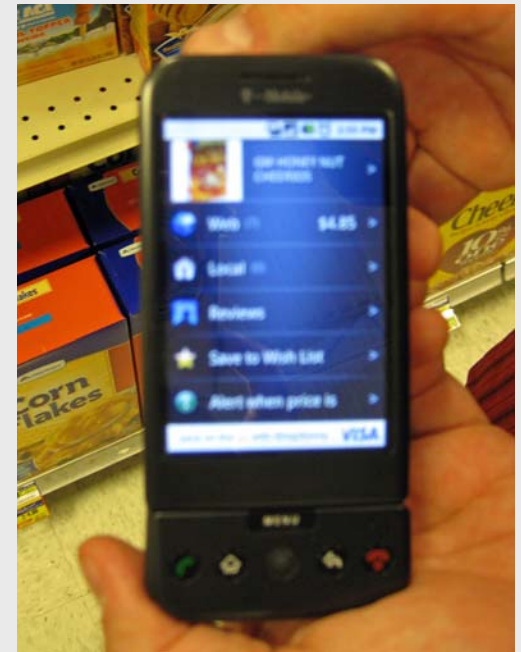






“Internet” in the Store?





No technology!!!



Call out the top sellers

**Total grocery sales up 4%
for the 1st quarter 2009
over 4th quarter 2008!!!**

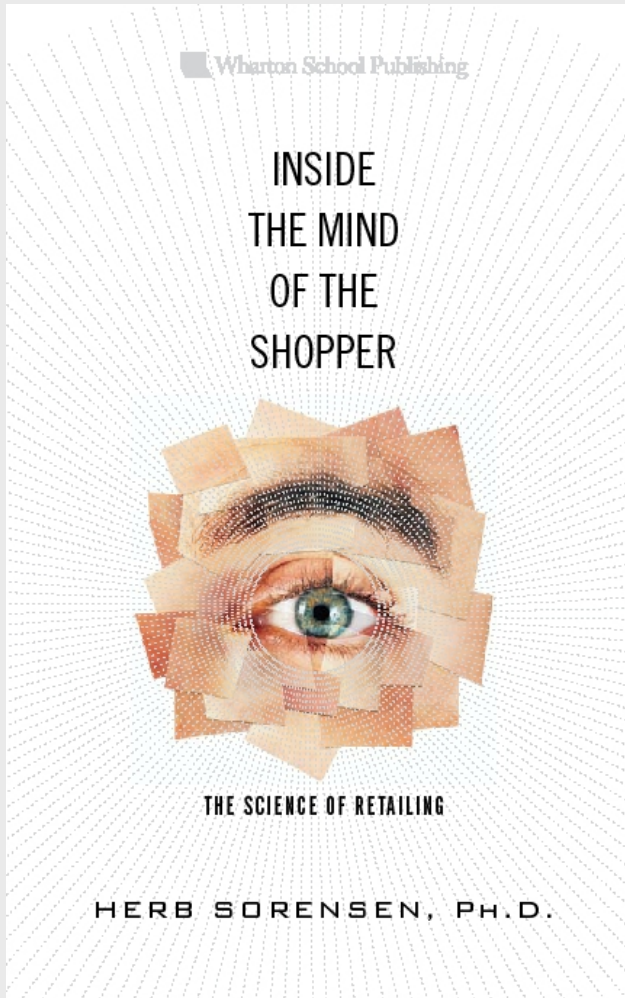
Item	Lift After “Top” Sign
<i>Corona</i>	<i>16%</i>
<i>Angel Soft TP</i>	<i>67%</i>
<i>Store Brand Butter</i>	<i>324%</i>
<i>Ice Cream</i>	<i>116%</i>

Summary

- ❑ **Retail supplies what people need and want . . . and drives aspirations.**
- ❑ **There are Three Components of Retail**
 - ❑ *The Mind*
 - ❑ *The Product or Service*
 - ❑ *The Money*
- ❑ **Massification of production and distribution led to massification of retailing – self service**
- ❑ **Self service led to passive retailing**
 - ❑ *Shoppers “sell” themselves in the store*
- ❑ **The “mind” part of selling moved to Mass Media**
- ❑ **Fragmentation of Mass Media has been accompanied by two trends**
 - ❑ *an increasing return of interest to “selling” inside the store*
 - ❑ *and increasing merger of online and offline retailing – “personal” selling*



The “Amazonification” of the Retail Store



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