



WHAT SHOPPERS WANT:

SERVICE

1. To feel welcome
2. To be inspired
3. To know it's right the first time
4. Connect through real experience
5. To be remembered
6. To be respected

SELECTION

7. Get the big picture
8. Easy navigation
9. Balance needs vs. wants
10. To feel understood

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WHAT SRAs ARE DOING:

SERVICE

1. Train and diversify staff to connect with desired customer
2. Retail promotions; "cotton for tech"
3. Gait analysis and fit advice; clean dressing rooms with doors
4. Women's only groups: first hand testimonials
5. Content oriented email campaigns; save her product preferences
6. Inviting and clean environment; comprehensive return policy

SELECTION

7. Merchandise apparel by brand; incorporate accessories
8. Tell more with less; consolidate brands; rounders for sale items only
9. Showcase window displays; systematic apparel markdowns
10. Offer solutions outside core running

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