

## Mastovich: Improve the experience

By Joan Gunin

MIAMI — Retailers should “play to the emotional connectivity” of furniture shoppers, but also provide quantitative support, according to Dave Mastovich, president of Massolutions, a Pittsburgh-based strategic marketing firm.

At Furniture/Today’s Leadership Conference, he spoke on The Art and Science of Marketing in the New World Order.

Successful marketing, he said, “is finding out all about what the customer wants and developing it, giving it to them when and where they are, at a price they are willing to pay, and doing it again and again and again.”

He described marketing as not only an art of creating memorable elements with emotional impact, but also the science of making an impact without spending millions of dollars.



People now absorb information and messages from such varied sources as billboards, e-mails and TV crawls, he said. Today’s marketing concepts are heavily centered on “the experience,” he added.

“People go to Starbucks for the experience — starting with

the logo,” he said. It’s an example of what he called “branding your visual presence.”

Mastovich encouraged retailers to follow this path.

“Consider how to make the experience better; create an experience unique to your store

and to improve the consumer’s quality of life,” he said.

Top-notch marketing is both an art and a science, says speaker Dave Mastovich of Massolutions.

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He also recommending drilling down to reach various groups within a population: “Tweak your message to reach your target audience. Find out whom within that age group is your target audience. A 27-year-old woman processes information differently than a 54-year-old.”

He also encouraged retailers to gather information on prospects by offering such incentives as promotions or gifts, even for those who shop but don’t buy.

“It’s all about moving units,” he added, “and listening to the customer.”

### The ‘seven steps to yes’

In his “seven steps to yes” approach, marketer Dave Mastovich identifies these “touches” toward building a relationship with the consumer:

- ▶ Planning, the initial contact with the consumer.
- ▶ Opening, or discovering what is needed.
- ▶ Questioning, or asking questions and making the conversation about the consumer.
- ▶ Presentation, or selling and telling.
- ▶ Overcoming objections and stalls by providing data they want.
- ▶ Closing.
- ▶ Post-sale follow-up (a thank-you phone call).