

THE 5 ZONES TO SELL TECH AT RETAIL



Consider the role of each zone and you'll be on your way to owning the customer experience!

ZONE 1 attract

TIP: Viewed from 25 feet away, the minimum letter height for signage visibility is 1 inch.

Attract mission-driven shoppers to consider your category or brand.



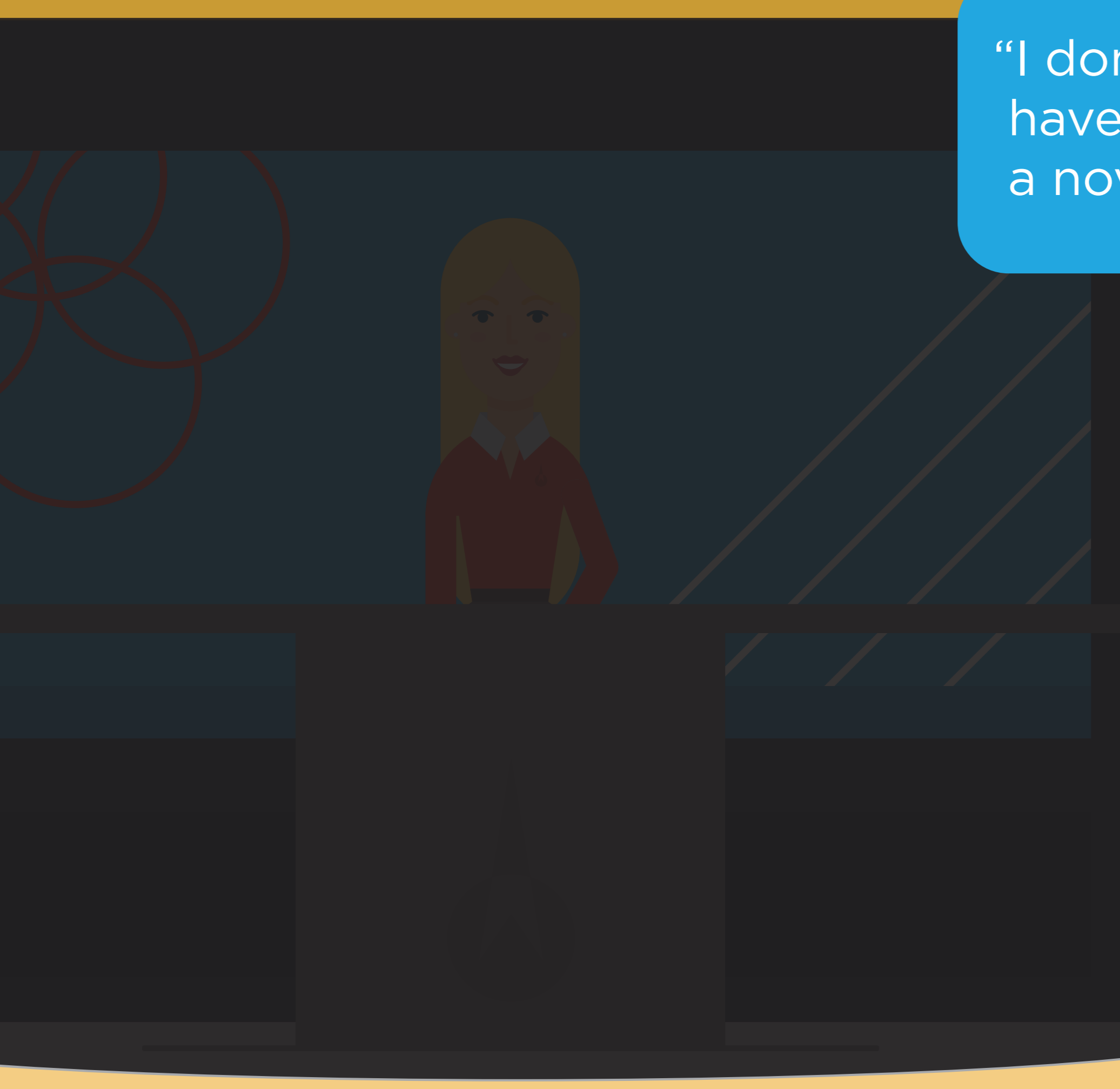
"Oh yeah, I've been meaning to put that on my list."



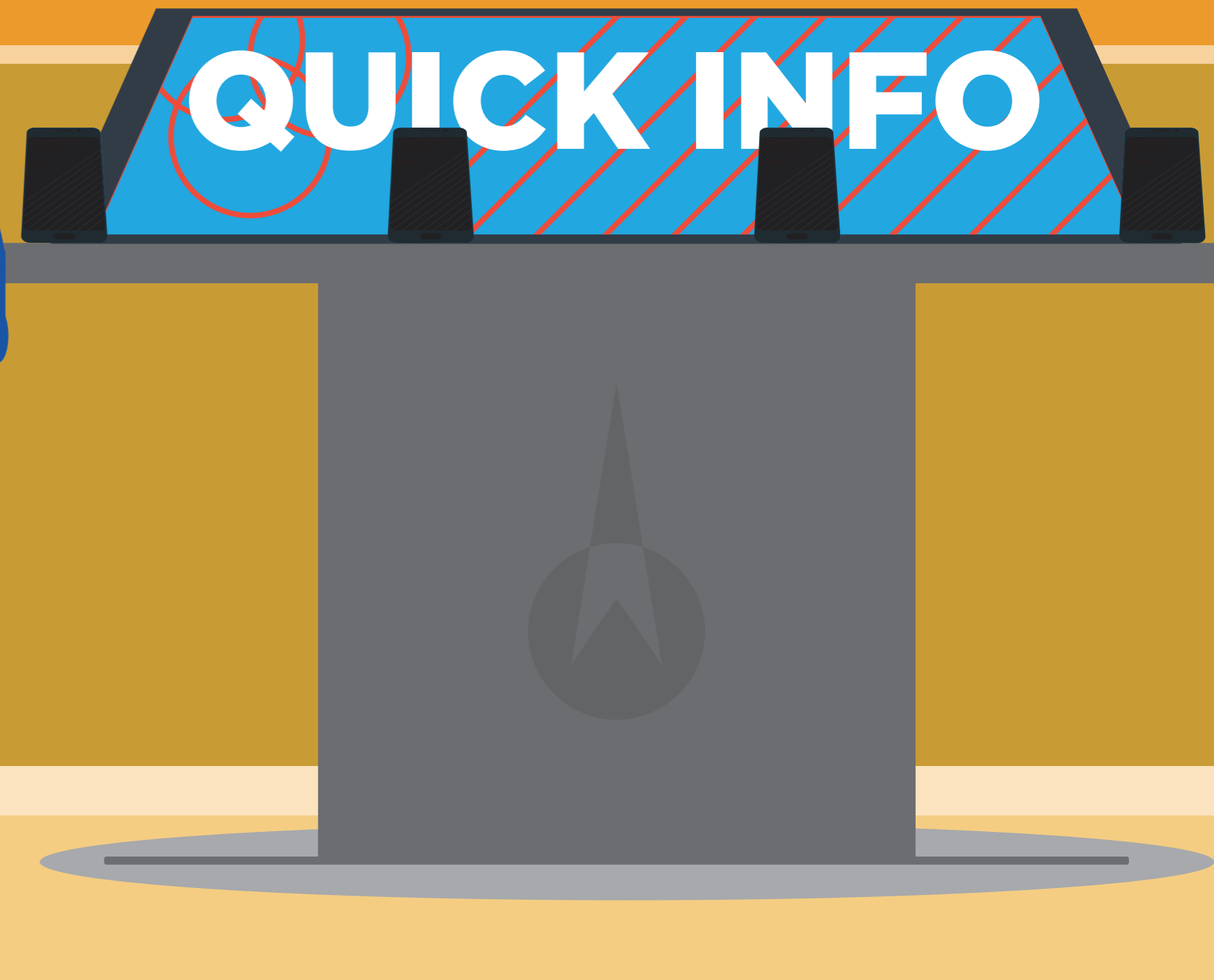
ZONE 2 learn

TIP: Zone 2 shoppers have an average attention span of eight seconds. Keep it short.

Differentiate with simple benefits to encourage shoppers to take a closer look.



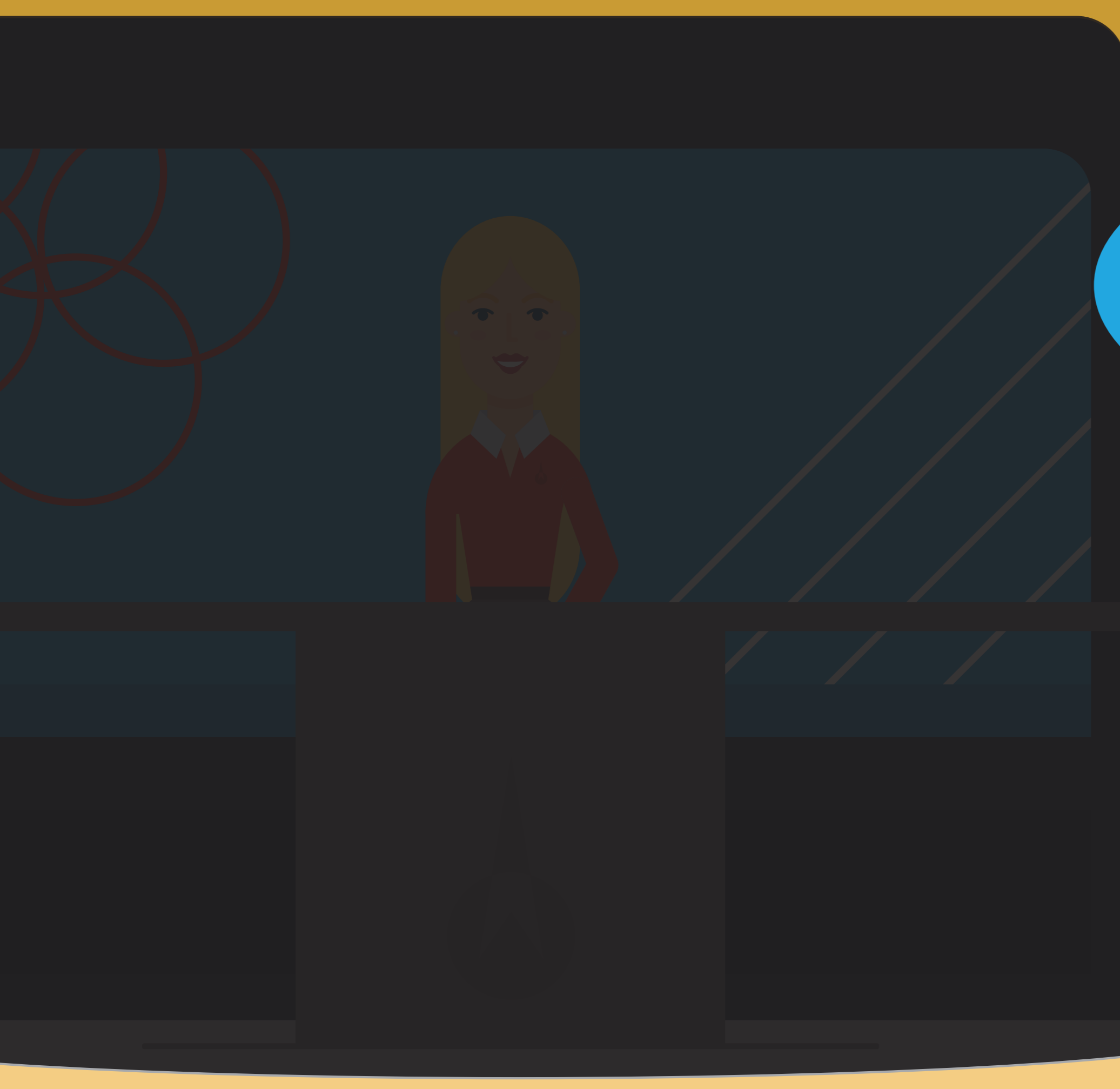
"I don't have time for a novel."



ZONE 3 experience

TIP: Shoppers who pick up a product are 22% more likely to buy.

Put products in a great position to sell their own benefits.



TRY ME!

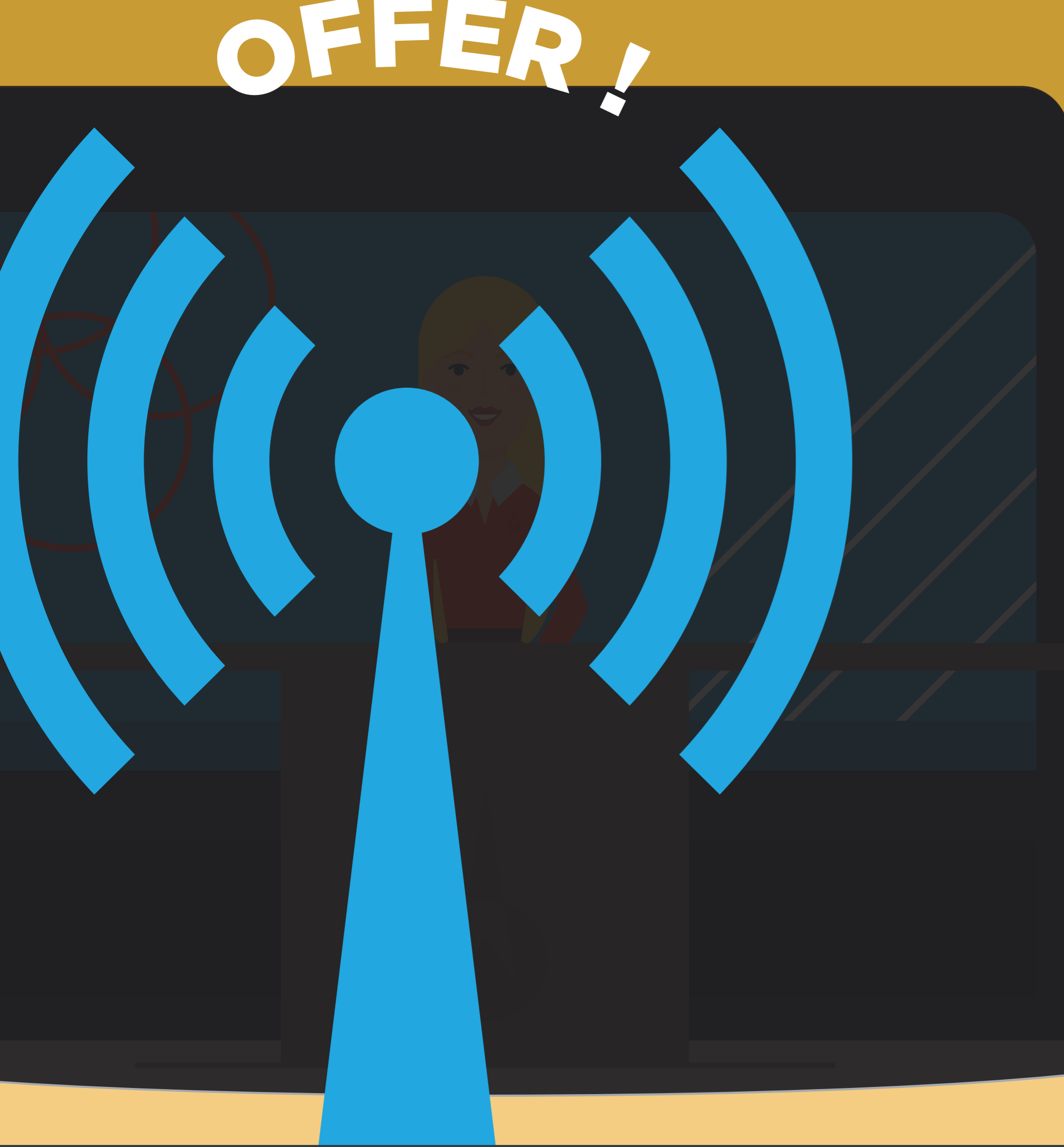
"I knew it did this. I did NOT know it did THAT!"



ZONE 4 remind

TIP: 82% of shoppers use their phone to find info when shopping in a store.

Enhance exploration via mobile, and personalize the deal contextually.



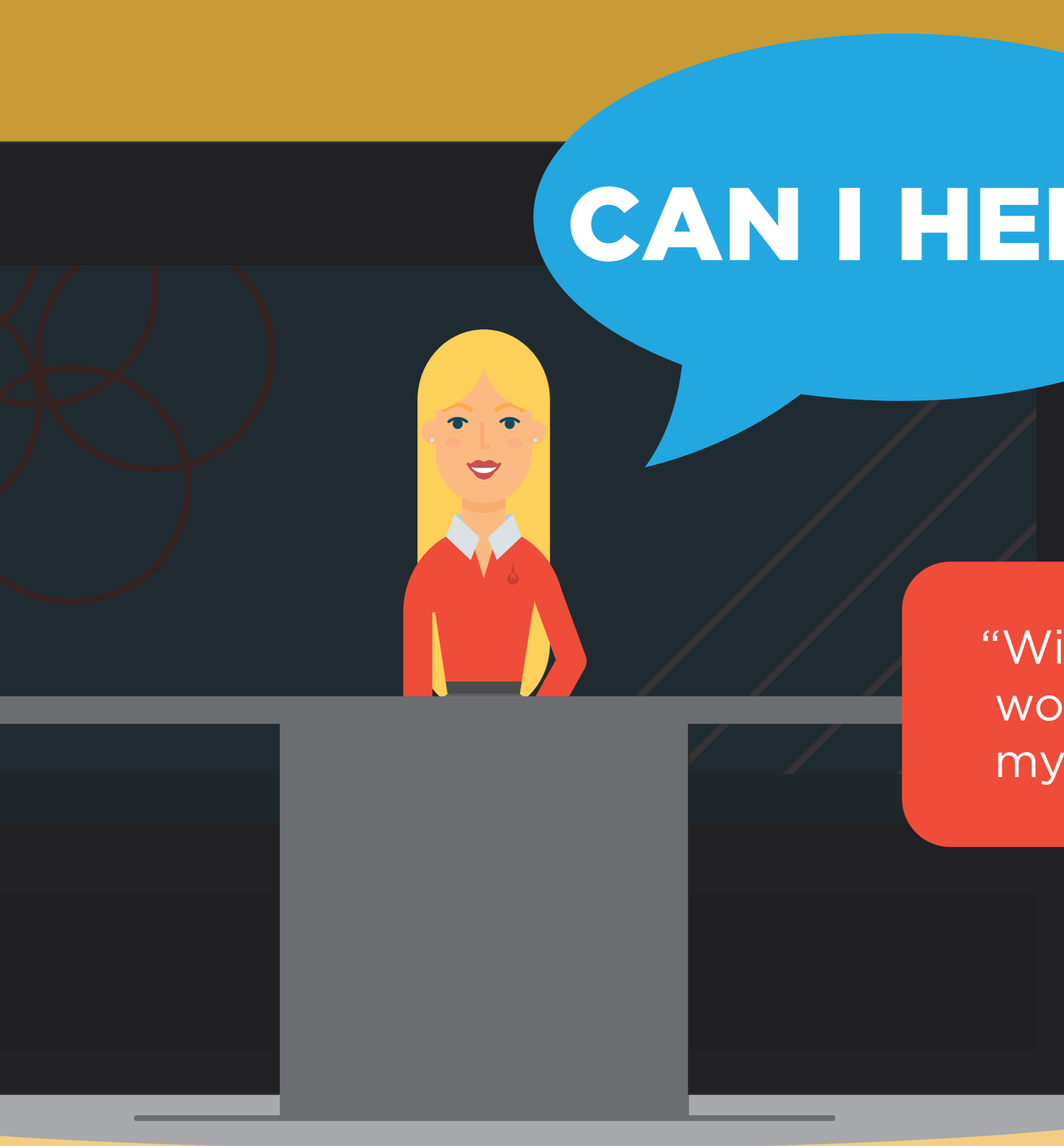
"Four stars? And my favorite accessory for free!"



ZONE 5 talk

TIP: 62% of Boomers say advertising and advice from a rep are likely to influence them.

Equip sales associates to be informed about your stuff.



"Will this work with my...?"



Ignite Partnership has studied the five zones of selling technology at retail. To remember them more easily, just remember...

A.L.E.R.T.