



Top Ten Best Practices to Engage and Educate Shoppers @ Retail

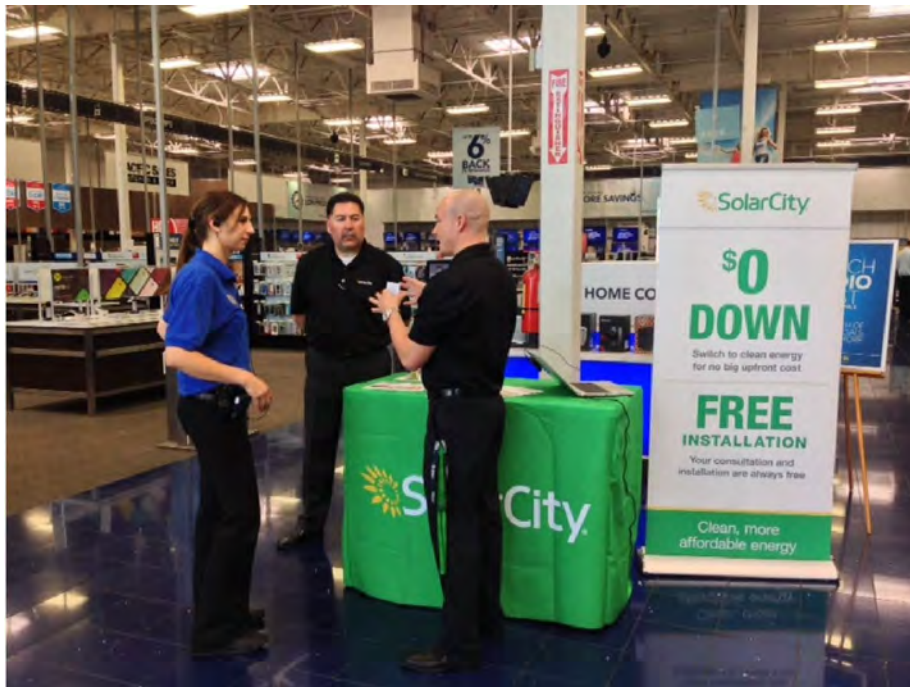
What if I told you.....



#10 – In-store reps need distinct branding & a willingness to help shoppers



#9 – In-store tabling creative needs to promote “FREE Education & Learning”



“we aren’t selling solar”

#8 – Join in-store workshops, but add value and sync up with their topic



Energy Savings Solutions

- Prepare for the end of Daylight Saving Time with these energy-saving solutions
- Learn about the rebates, and savings that come with using these eco options
- Learn how to save HUNDREDS of dollars with energy-saving products

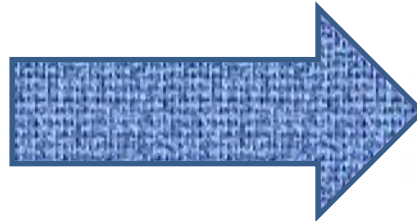
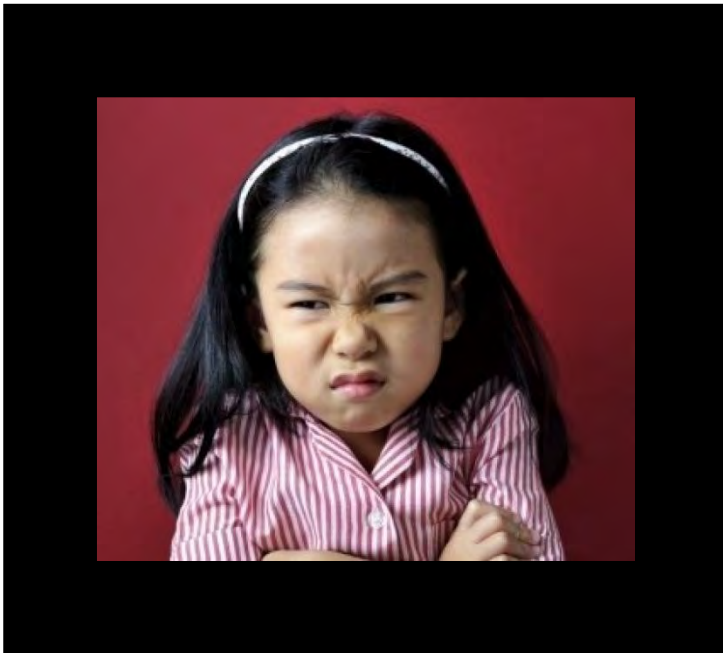


FREE DO-IT-HERSELF WORKSHOPS

Try one of our FREE home improvement workshops



#7 – 2 seconds to turn shoppers from “I’m annoyed” to “Ok, tell me more”



#6 – In-store engagement messages needs to be *Simple* & *Succinct* w/ *Sizzle*



#5 – Retailers & manufacturers needs are the priority!



“you are a guest in their store”

#4 – Train Retail Sales Associates on WIIFM & find an advocate in each store



#3 – Education & information needs to directly relate to a product/category

Cold Water Washing Machine Rebate

Get a \$200 rebate on Whirlpool Cold Water Technology Washer



- 90% of the energy
- Cost consumers \$2.9 billion
- 19 Billion Greenhouse Gas

#2 – Give retailers 6 month lead time minimum or more

Christmas... in JULY



#1 – Don't debate or you will NOT activate!



Climate Change 'Debate'

**Time to stop
"debating"
and starting
ACTING**