

Young Professionals



Education Session Featuring Justin Norvell

January 17, 2020

Welcome!

Thanks to those that joined us last night!



Our Mission

Dedicated to growing the future leaders of the MI industry by providing opportunities to connect, learn, and grow.



Young Professionals

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IDEAS >>>

NEXT GEN RETAILING | BY HAYLEY VOORHEES

Make Your Brand Stand Out


In 2020, we will be dealing with the smartest customer base we've ever had. If customers have a question, they're going to look it up on the internet before they call or come into our stores. Not only are our customers smarter, but they're also busier. An increasing population of working mothers and remote workers are changing the game. People want to do business as quickly and easily as possible. You may only have a matter of seconds to introduce your brand to someone, so how do you get their attention?

People want relationships, not just a connection with a friendly face. Here are four steps to help you do the next time they come into your store:

1. Learn your customer's name. Write it down. It's quick with a pen and paper, and it shows you care. Take a second, and give you remember their name the next time they come in.
2. Make sure you're not taking time away from your customer. If you're in a car, drive across the street, they don't see you. If you're in a store, they don't see you. If you're on a phone, they don't see you. If you're on a laptop, they don't see you. If you're on a tablet, they don't see you. If you're on a smartphone, they don't see you. If you're on a smartwatch, they don't see you. If you're on a smart TV, they don't see you. If you're on a smart speaker, they don't see you. If you're on a smart home system, they don't see you. If you're on a smart car, they don't see you. If you're on a smart phone, they don't see you. If you're on a smart watch, they don't see you. If you're on a smart TV, they don't see you. If you're on a smart speaker, they don't see you. If you're on a smart home system, they don't see you. If you're on a smart car, they don't see you.
3. Don't shove your logo down someone's throat. In the 21st century, we are drowning in logos. If someone wants to see your logo, they will find it. If someone doesn't want to see your logo, they won't. If someone is talking to you, they are talking to you. If someone is on their phone, they are on their phone. If someone is on their laptop, they are on their laptop. If someone is on their tablet, they are on their tablet. If someone is on their smartwatch, they are on their smartwatch. If someone is on their smart TV, they are on their smart TV. If someone is on their smart speaker, they are on their smart speaker. If someone is on their smart home system, they are on their smart home system. If someone is on their smart car, they are on their smart car.


As a gift to the band directors we just met, we put a logo on the gift, though.

our brand. The key here is that when our employees in their company polo hand this cup to customers, they know who that gift is from. If you're handing out merchandise, what are your customers more willing to engage with? something with your logo.



People want relationships, not salesmanship

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NAMM Young Professionals (NAMM YP)
Musical Instrument Store · Community & Government

Sign Up · Liked · Message

Timeline · About · Photos · Tickets · More

685 likes +24 this week
Chip Averwater and 45 other friends

17 were here 0 this week

View Pages Feed
See posts from other Pages

Invite friends to like this Page

665 post reach this week

You could reach up to 73,000 people within 3 miles of Carlsbad, California.
[Promote Local Business](#)

Beyond virtual reality, StoreStore (Mind Blown)
Revolutionary shopping experience that goes beyond the internet. Complete 4D experience that uses better than Siri communication!



Young Professionals

NAMM YP Mentoring Program

The primary purpose of this program is to strengthen the Musical Instruments Industry by pairing together Industry Veterans with emerging young professionals. Through this mentorship, we expect that growing professionals will stay within our industry and give back to the next generation in the same way they have been provided for.



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signing-up
NAMMYP.com

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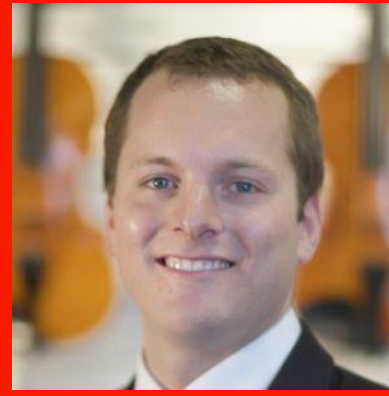
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Young Professionals

Our Speaker

Justin Norvell

Fender Musical Instruments



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