



Pacific Northern, Inc. Store Strategy Survey

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Instructions:

Associate:

- 1) Please fill out your best answers to these questions to the best of your ability and with you own opinions.
- 2) Please do not confer with your other store associates on the answers. There are no right or wrong answers.
- 3) We are doing this survey to help our store grow and prosper in future years.

Questions:

1) What are the top reasons you believe our customers buy from us?

2) What are the 2 biggest reasons some do not?

3) Who are our 3 strongest competitors?

4) Have you visited their stores lately?

What did you think?

What did you like or dislike?

5) Have you ever visited Blue Nile.com?

6) Have you ever watched how HSN or QVC or other TV retailers sell jewelry?

- 7) What did you see that was good? Bad?

- 8) Which case in the store should we empty out and start over?
Why?

- 9) Complete this sentence. "I wish we sold_____"

Now specifically about our Diamond case---

- 1) What is the most commonly asked questions you hear when standing at this case?

- 2) If you could change one thing about this case, what would it be?

- 3) What is the best thing about this case?

- 4) Which piece is the best value in this case?

- 5) Which is the biggest dog?

- 6) Which piece prompts the most attention from customers in this case?

- 7) The last time you lost a sale here, why do you think you lost it?

- 8) Do you have all the sales aids or tools you need at this case to make a sale?

9) What color of displays are the best for showing diamonds?

10) What are the main series of questions you ask of people looking into this case?

11) If we were going to add a sign inside this case, it would say_____.

Conclusion: (Please add any comments you have here)

Thanks for your help.

Please give this paper to your supervisor.