

WHAT DO CUSTOMERS REALLY WANT?

ACTIONABLE WAYS TO ENGAGE WITH 2023 RETAIL TRENDS

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WHAT DO CUSTOMERS REALLY WANT?

- How will they shop?
- Where will they shop?
- How will they buy?
- What can I do about it?

HOW WILL THEY SHOP?

OMNICHANNEL



WHERE WILL THEY SHOP?

**SCALABLE
SELLING**



**WHERE WILL
THEY SHOP?**

**LIVESTREAM
SHOPPING**

WHERE WILL THEY SHOP?

LIVESTREAM SHOPPING

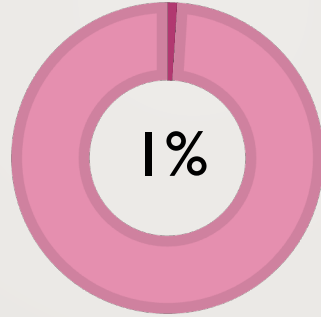


WHERE WILL THEY SHOP?

**YOU MUST SELL
ONLINE!**

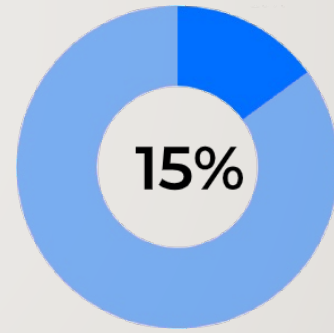
IN-STORE GROWTH

2023



ONLINE GROWTH

2023



HOW WILL THEY BUY?

**SEAMLESS
PURCHASING!!!**





**HOW WILL THEY
BUY?**

**DON'T
OVERFOCUS ON
E-COMMERCE!**

A young girl with dark hair tied back is looking at a long row of glass jars filled with various candies. The jars are labeled with names like 'Indian Corn', 'Candy Corn', 'Orange Slices', and 'Mini Fruit Slices'. The background shows a wooden wall with a sign that says 'THICKER THAN I'VE EVER BEEN LIFTED BEFORE'.

**HOW WILL
THEY BUY?**

**“A KID IN A CANDY STORE”
WILL NEVER BE
“A KID STARING AT CANDY
ONLINE”**

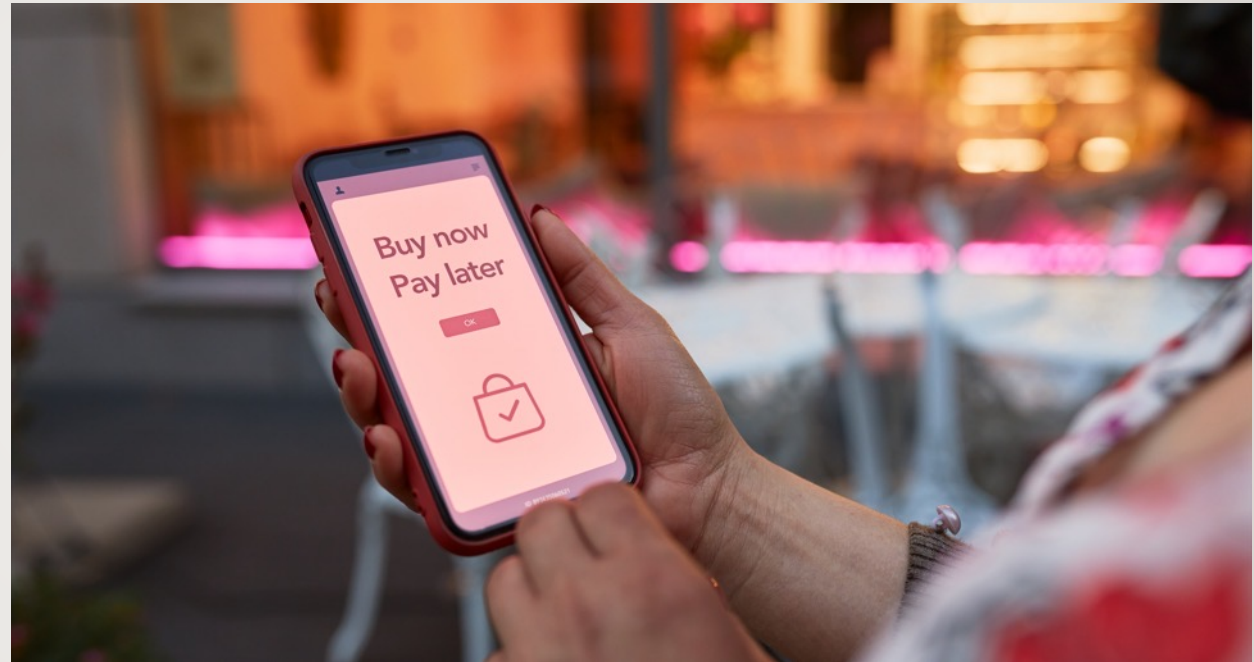
HOW WILL THEY BUY?

**SELF
CHECK-OUT**



HOW WILL THEY BUY?

**NO CASH?
NO PROBLEM!**



HOW WILL THEY BUY?

**2023 EXPECTED
GROWTH IN
BUY NOW
PAY LATER**

13%



HOW WILL THEY BUY?

RECOMMERCE

46%

**OF CONSUMERS
LIKE A
SECOND-HAND
OPTION**



WHAT CAN I DO ABOUT IT?

SET A PLAN



WHAT CAN I DO ABOUT IT?

MY ENCOURAGEMENT

- **If you aren't already, get an e-commerce site up and running**
- **Focus on making the purchasing journey as streamlined and easy as possible including returns**
- **Give consumers pay options to meet their needs**
- **Look for ways to easily scale sales**
- **Have a rigorous staff training program**
- **Onboard a well-defined Used Gun program**

**THANK YOU FOR YOUR VALUABLE
TIME!**

QUESTIONS?