

## Details

Wednesday, Oct. 23 2019  
9:00—10:00 am CST

## [Register Online](#)

SDAHO Member: \$150  
Non-member: \$300

## Questions?

[Michella Sybesma](#)

605-789-7528

## Overview

Hospital gift shops are the key elements of fundraising for auxiliaries and volunteer organizations. This webinar is designed to offer you an opportunity to hear and learn from a retail expert about the tools and motivation to move your shops forward.

The presenter will discuss The A.C.E. Model: 8 Steps to Delivering an Astonishing Customer Experience. We hear words to describe stores like awesome, beautiful and great, but wouldn't you like to hear that your customers find you downright "astonishing"? To have that word be one your customers use, we'll focus on eight critical areas of your shop that are needed to make your customer "gasp"! New research reveals that to see, touch, feel and try out items is the top reason why consumers choose to shop in physical stores versus online. With 62% of shoppers wanting to kick the tires, retailers must take full advantage and up their game to create compelling in-store shopping experiences.

## Learning Objectives:

Upon completion of this webinar, participants will be able to:

- Discover how to multiply their "unique brand" through first impressions by the important interior and exterior experiences;
- Uncover the marketing connections they must maintain to multiply the strongest customer relationships; and
- Realize the most important step their customers may want but do not mention

## Faculty

### Anne M. Obarski

Anne M. Obarski is a professional international retail speaker and author who works closely with organizations that want to become CONTAGIOUS... on purpose! She is the founder of Merchandise Concepts and is celebrating her 35th year in business as a retail speaker and a coaching service. Whether it's working with top level managers or frontline personnel, she teaches organizations to consistently deliver remarkable retail customer service experiences that become their defining advantage. As a customer service strategist, Anne works with companies who want to be contagious on purpose by offering memorable customer service, exciting brand recognition and phenomenal experiences at every single touchpoint. Her interactive keynotes and workshops help challenge leaders to create more effective sales teams and improve performance at every customer service touchpoint.

## Registration information and fees

Fees are per connection at a facility and include electronic handout, and one connection line to the live webinar. Connection instructions and handout materials will be emailed to the contact person listed on the registration 1-2 days prior to the program.



\*Prior registration is required.  
Registration deadline is October 21,  
2019. No-shows will be billed.  
Substitutions welcome anytime via  
email. A full refund will be given to all  
cancellations received 10 or more  
business days prior to the program.  
No refunds will be given to  
cancellations received five or fewer  
business days prior to the program.  
All cancellation and substitution  
requests must be emailed to  
[sheena.thomas@sdaho.org](mailto:sheena.thomas@sdaho.org).