



Part of the Washington SBDC Podcast Series

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Judged by your Cover:

Customers select stores based on their covers, their appearance.

The storefront:

- You need a sign, a well lit front and interior, an aesthetically appealing business with an open door.
- **The exterior of a business says a lot about the interior operation.** Appealing storefronts generate higher sales. This could drive 80% of sales.
- **The exterior can drive the aesthetic of the street you are on** by making it more attractive and dynamic. You can create an image of responsible citizenship by continually developing your storefront.
- **Any business that relies on walk-ins should continually evaluate the store's exterior continually throughout the day!** Are the signs visible? Do they identify my type of business? Is the store clearly open? Is it obvious where to park?
- **Look at the area surrounding the business.** Is it free of trash? Is it landscaped and maintained? Is the exterior clean and the paint colors attractive and fresh? Are all the signs clearly visible? Are the front windows clean and attractively displayed? Does the exterior draw the customers inside? Your storefront should project a positive image.
- **Once customers come in, dazzle them with superior high-touch service.**

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