

If you are in charge of a retail shop, can you answer these 10 questions?

1. Can the *right* music slow down customer traffic pace?
2. What is the correlation between store traffic pace and sales?
3. What type of music produces more positive 'feel good' affective responses in your customers and can this result in return patronage?
4. How important is 'likeable' music in the shop?
5. What is the customer effect of a silent shop atmosphere?
6. Is familiar music always the best music?
7. Can sensory stimuli be associated with product?
8. What is the most emotive of all sensory stimuli?
9. Does it matter whether or not patrons recognise music in the background?
10. Does music need to fit the total environment and image of the store?

**Because if you don't fully understand these issues,
you are selling your business short.**

I have done a Masters study on the powers and influence of background music. I can illuminate this important world for you.

One more question:

Do you trust your own judgement when selecting background music for your retail outlet?

Research shows that most managers do, and most of them get it wrong. This is not a game for amateurs.

Contact me for free information on how I can help you.

Michael Griffin M.Ed 2008

mdgriffin2002@yahoo.com.au

www.musiceducationworld.com