

# customer zone: Entry Zone

## Business Impact

Changes in the Entry Zone can be implemented very quickly and without significant cost. Improved merchandising in this zone can immediately influence sales by focusing on and “pre-selling” high-margin meal options (such as LTO’s and combos). “Pre-selling” in this zone also improves ease-of-ordering, speed’s thruput and improves customer satisfaction.



## Zone Definition

- Primary entry door
- Secondary entry door
- Air lock (exterior and interior doors)

## Zone Strategies & Tactics

- Encourage the sale of combos and high margin menu items
- Encourage trial of new products and LTOs
- Promote Dayparts

## Communication Elements

- Window clings/Posters
- Stanchions
- Digital signage

## Research Findings & Implications

Customers will typically spend no more than 2-3 seconds in this zone. Messages must be simple and quick to comprehend. Use large and powerful visuals. Keep text to a minimum.

## PRIMARY STRATEGIES



## EASE OF IMPLEMENTATION



EASY



MODERATE



DIFFICULT

## BUSINESS IMPACT



LOW



MODERATE



HIGH



# best practice: Staged Merchandising

## HELPFUL HINTS

When using “staged merchandising” graphics should look similar (from one message to the next) to create a visual connection for customers as they progress from one zone to another.

Staged Merchandising helps pre-sell high margin items by presenting a series of short, simple, related messages over several consecutive zones.

The Entry Zone is the perfect zone to launch a staged merchandising approach. For example, the following 3-staged merchandising is intended to increase sales of high margin combo offerings (combo meals are used as an example. Your message may be different).



1. Entry Zone

2. Pre-Order Zone

3. Order/Pay Zone

**TODAY, MAKE IT A COMBO**

**FEATURED COMBOS**

**CHOOSE YOUR COMBO**

<b>Cheeseburger*</b> Sandwich   3.49   Combo   6.29	<b>Bacon Cheeseburger</b> Sandwich   4.49   Combo   7.29	<b>Half-Pound Jumbo Cheeseburger</b> Sandwich   4.99   Combo   7.79	<b>Veggie Burger</b> Sandwich   4.99   Combo   7.79	<b>Fish Sandwich</b> Sandwich   3.79   Combo   6.59	<b>Chicken Sandwich</b> Sandwich   4.59   Combo   7.39
--	---	--	--	--	---

**Your Choice of Sides**

**Your Choice of Drinks**

**Treat Yourself**

1. Entry Zone: introduce the idea of ordering a combo meal (e.g., “Today, Make it a Combo”)
2. Pre-Order Zone: communicate key combo offerings (e.g., “Featured Combo”)
3. Order/Pay Zone: list all combo offerings on the menuboard with pricing and additional detail



# improving Communication

## DO...



...use the concept of staged merchandising to pre-sell high margin items (see example on page 2)



...post messages that target children (e.g., kids meals) at their lower eye level

## DON'T...



...use the Entry Zone for community messages and complex non-sell messages (it only adds to clutter)



...use home-made signage (it reduces quality perceptions and can be difficult to read)

## HELPFUL HINTS

For safety's sake, make certain that any communication placed in the Entry Zone does not block an entering customer's view of exiting customers.



Copyright 2009 King-Casey

# check list: Entry Zone Tactics

Check “Yes” if you comply with these tactics, or “No” if you do not. Create an Action Plan for tactics not in compliance.

	Yes	No	Corrective Action Plan
There are no more than 2 different merchandising messages in this zone			
Messages support high-margin items (e.g., combo meals) or introduce new products or LTOs			
Messages are understood in less than 3 seconds			
Messages help customers decide what or how to order			
Communication elements have minimal text and strong visuals			

NOTES:

## HELPFUL HINTS

- Envision the zone without all the current messaging and merchandising to understand the “clean slate” you have to work with. Remember that less is more, which results in better readability and persuasiveness of the new communication.
- First implement the easier tactics to gain “quick wins” and confidence.

