

Anti-Showrooming Strategy

Consumer Electronics & Appliances

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a strategy to counter showrooming (customers experiencing in-store then buying online) — total-value bundling, on-the-spot closing tools (finance, exchange, delivery, price-match where sensible), relationship and loyalty, and capturing the customer — so your demo effort converts into your sale. Use it to reduce showrooming loss. For positioning use the Store Brand Positioning tool.

Purpose of this tool & output

Stop browsers buying online after your demo

How the output is used

Use it to stop browsers buying online after your demo — an anti-showrooming strategy that closes the sale in your store.

Important cautions

Beat showrooming by closing on the spot with instant delivery/installation, finance, exchange and freebies the online box cannot match today, plus total-value and service framing; price-match selectively only where margin allows. Capture the customer for follow-up.

Companion documents

- Showroom Selling Playbook
- Demo & Experience Zone
- Consultative Selling & Objection Handling
- EMI / Consumer Finance Desk
- Exchange Offer Selling
- Sales Tracking & Reporting

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.