

Winning the last four feet:

Empowering retail store associates to drive sales and business results

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For brands operating in retail, success is determined by the ability to **“win the last four feet”** – the critical interaction between the customer and the retail associate. Regardless of the advertising budget, it can all be rendered ineffective if a competitor excels in that final interaction. Conversely, outperforming competitors in those crucial moments can defeat their advertising spend.

“Half the money I spend on advertising is wasted; the trouble is I don’t know which half.”

– advertising adage

Confidence among sellers stems from being well-informed. This confidence is built through education about the brands they represent. Educated sellers are more enthusiastic about discussing your brand, leading to winning the sale in the last four feet.

Consider your last visit to a retail store when you sought assistance. Did the retail associate confidently explain the features and benefits of specific brands? Were they indifferent? Was an associate even available? Likely, a knowledgeable and confident retail associate guided your purchase decision.

A recent study¹ indicates that **88%** of customers finalize their purchases in-store despite conducting online research, underscoring the importance of knowledgeable retail associates who can provide valuable insights and close sales.

At BI WORLDWIDE, our **Retail Connect** solution is designed specifically for retail associates. By combining immersive learning and vivid communications with a gamified user experience, you ensure associates stay informed and build confidence. Additionally, rewards and status achievements keep retail associates engaged and motivated.

Ensuring brand stakeholders are informed of their retail sales and KPIs is also an important component. It’s critical to provide measurable insights into program effectiveness, sales, behavioral KPIs, and the answer to critical questions like: **“What’s working?”**

“What’s not working?”

“How can we improve?”

These actionable insights offer clarity and direction.



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In today's competitive retail landscape, success can be measured in mere feet – the last four to be exact. What are your strategies and tactics to **win** this critical space?

To learn more about BI WORLDWIDE's approach to winning the last four feet and our Retail Connect solution, contact us at hello@biworldwide.com.

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Sources

1. ConsumerGravity, "How Many Consumers Research Online Before Buying?" (2025).