



# Power Up Your Holiday Sales



Proudly brought to you by ...



## Holiday Tips - Part 1

Welcome to the first in a series of proven Success Strategies designed to **Power up your Sales** this Holiday season ...

### Step 1 - Know what you want & need

The Holiday season is make or break time so over the upcoming weeks we'll be helping you and your team stay focused on high profit activities. If you want to get a little **extra** out of an otherwise **ordinary** Holiday season, put some extra effort into each step.

### Objectives & Plans

Our first piece of advice is to 'ignore' the doom and gloom merchants when you set your budgets for the Nov-Dec period (you have set them haven't you?). There's still plenty of money out there so whatever you do, don't settle for what you did last year ... it's a soft option.

Your first **Action Step** is to be bold and set challenging **Sales & Profit** budgets for each month that will help to set you up for 2010.

Your December budget should be broken into 'Days' based on previous years activity (we can help with this if required) and should be tracked daily.

Now determine 'how' you are going to achieve your budget so you can monitor your KPI's (Key Performance Indicators).

**Example:** Let's say your Sales budget for Nov is \$100,000 and your profit budget is \$55,000 then your KPI plan would look something like this:

1. \$200 Average Sale value x 500 items = \$100,000
2. \$100,000 at 55% Gross Margin = \$55,000 of Gross Profit

So you now have something specific to measure and modify each day!

### Daily Edge Meetings

This is **HARVEST TIME** so everyday you need to meet with you **team** to discuss results ... what's working and what's not. More importantly, what are you going to do about it (refer to the Diagram).

Please let us know if you want a copy of our **Daily Edge** notes.

## RETAIL TACTICS



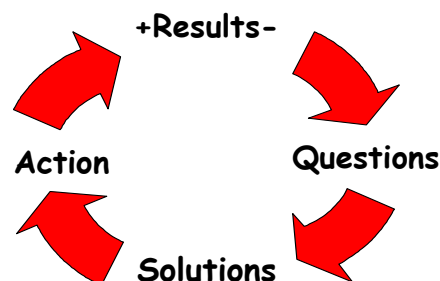
*Most people aim at nothing and hit it with remarkable accuracy.*

*So the key to your success this Holiday Season is:*

1. *Set clear Objectives*
2. *Use proven Strategies*
3. *Take Action*
4. *Measure & Modify*

*Be sure to share your objectives with your Team and ask for their help ... for example "what do we need to do differently to achieve an average sale of \$200?"*

*It's important that your team 'buy in' to your objectives & plans so this is more about 'selling' than 'telling'*



Contact us on 1-877 910-3343 or email [david@edgeretailacademy.com](mailto:david@edgeretailacademy.com)

**turn Potential into Profit**