



Power Up Your Holiday Sales



A Season of Change

Transitioning from high traffic, low value bead sales, to lower traffic, higher value 'Significant' sales.



Holiday Tips For Academy Members - Part 1

Welcome to the first in a series designed to help you build revenue this season by concentrating on your Team, your Customers and your Management ...

Step 1 - Set Clear Objectives

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. It's never been more important for you to revisit your game plan... a changing market requires a change in strategy and to make sure you have your 'A' Team at the peak of their performance.

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. It's not your budget that needs to change, it's your strategy and we will be showing you what to do to combat lower traffic this season.

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 next year.

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



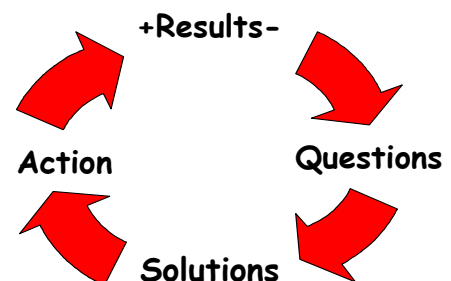
Most people aim at nothing and hit it with remarkable accuracy.

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

turn Potential into Profit