



# Power Up Your Holiday Sales



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## Christmas Tips - Part 2

In Part 1 we talked about establishing 'What' you want and need to achieve during the upcoming Holiday period. If you haven't already completed this step, please do so before continuing with Part 2.

### Step 2 - Refine your Objectives

Spend a few valuable minutes at the start of each day to review & refine your objectives. Be as specific, positive and bold as possible. Remember, many stores are achieving record sales right now. My advice is to stop listening, reading or watching the news and instead concentrate on what you can do to make business better.

Because we're talking about 'Aged Inventory' in this issue, also set some specific objectives for how much of it you will clear by the 24th December ... we suggest targeting all items over 12 months old starting with Diamond & Colored Jewelry.

### Step 3 - Refine your Plan

Spend some quality **thinking time** each day choosing and refining the strategies and activities that will help you achieve your objectives.

One of the best ways to do this is to ask effective questions e.g. "what do we need to do today in order to sell \$100,000 of aged inventory by the 15th December?"

#### Age Inventory Tips:

1. Identify the items you intend to clear
2. Re-Price them to today's realistic retail price i.e. if you've had an item for 3 years it would probably cost you 30% more to buy the same item today so your retail price should reflect this.
3. Make them new again ... clean, re-ticket & re-box them.
4. Offer 'Staff' incentives (Spiffs) for reaching objectives
5. Offer your customers incentives (non discount) such as Store Currency or credits (ask us if you don't know about this), finance terms etc.

#### Daily Edge Meetings

If you are not already having your Daily Edge meetings ... you are not serious about your results!  
You need to know where you are ahead and where you are behind. When you are ahead, adjust your objectives ... up of course!  
When you are behind, adjust your strategy ... but never lower your budget.  
It's all about being curious. Question, question and question some more.

## RETAIL TACTICS



*During recent seminars, we asked a number of business owners, managers and sales people this question:*

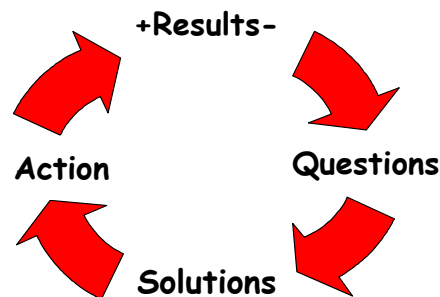
**Q: How many people do you need to buy for these Holidays?**

**A: The Answer was an average of 15!**

*So, on the law of averages, every customer coming through your door today and everyday until the 24th of December has 15 people to buy for and they probably have no idea what to get them ... so what are you doing to help them?*

*Have a brain storming session with your entire team about how to genuinely help your customers buy as many of their 15 gifts from you. Remember, you have products for all ages, all budgets and both sexes!*

*What more could they want!*



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