



Power Up Your Holiday Sales



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Holiday Tips - Part 3 ... 'Holiday Greetings'

So far, we have talked about knowing 'what' your **Objectives** are and the need to put some **Strategy** behind them ... this included sales & profit targets and in Part 2 we also covered 'Aged Inventory'.

Parts 1 & 2 in Review ... have you:

1. Clearly identified your important Objectives/Goals
2. Established 'How' you are going to achieve them with your team
3. Spent time each day monitoring and refining them
4. Started having 'Daily Edge Meetings' with your team
5. Started 'Implementing' your Plan ... taking action!
6. Identified the 'Aged Inventory' you want to clear
7. Followed the 'Aged Inventory Tips' in Part 2

If not, and you're serious about making a real difference this year, please do them before continuing with Part 3.

Step 4 - Teamwork

Because December is make or break time in retail (we call it 'Grand Final' or 'Harvest' time) you need to have your very best team selling at all times. In many 'Team' sports, there are players who never score goals or points ... but they are just as important to the team as those players who do.

Teams also have 'Specialized' positions such as star strikers or pitchers. The nearest person to the ball doesn't pick it up and pitch it ... the best pitcher does.

And so it should be in retail ... the nearest person to the customer isn't necessarily the best person to serve them. If they are not your star salesperson it can cost you tens of thousands in 'Lost Sales'. Also, your customers deserve to be served by your 'Best Salesperson' so work out who your star 'pitchers' and 'hitters' are and make sure they are available to sell at all times.

Daily Edge Meetings

With 5 out of every 6 people walking out of your store empty handed (see RETAIL TACTICS), and with every customer having 15 people to buy for ... you don't need any more customers, you just need to do more with the ones you've already got. As it says below ... turn **Potential** into **Profit** and find out why this is happening and what you can do about it. More on turning **Browsers** into **Buyers** in the next issue.

RETAIL TACTICS



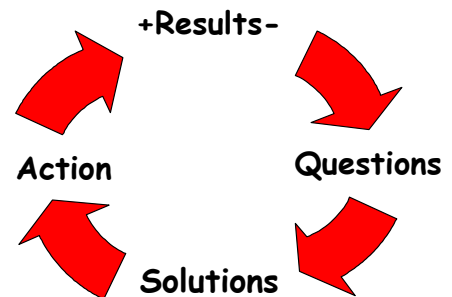
There is negativity all around ... so more than ever, you need to be the 'Cheerleader' for your team and your customers.

Avoid excuses and instead become passionate about finding 'solutions' e.g. "So what can we do about that?"

Convert 1 more sale from every 10 customers and increase sales by 50%!

A store doing approx. 6,000 sales a year typically has 30,000 potential customers walk out empty handed and disappointed. That's a 'Conversion Ratio' of 1 in 6

By being just 10% better in this area e.g. an extra 3,000 sales from 30,000 people, that's a 50% increase in Sales ... from 6,000 to 9,000!



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