



Power Up Your Holiday Sales



Motivational Quote
In theory, there is no difference between theory and practice. But in practice, there is - Yogi Berra



Holiday Tips - Part 4

In Part 1 we outlined the four step process:

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

So far, we have talked about steps 1,2 & 4 ... so now let's look at your behavior? Are you doing the things that can make this a successful Holiday period?

Step 5 - 'Browsers into Buyers'

Let's start by saying there is no such thing as a Browser.

Browsers are buyers who don't know what they're looking for ... yet! Most women will acknowledge 'browsing' from time to time but they will also admit to returning home with more bags than they left with on many occasions. Ask them. They went out with no particular items in mind and either stumbled across something they loved or ... a skilled salesperson took a genuine interest in them and wasn't afraid to 'show' them items they might desire.

Good salespeople give customers more opportunities to say 'no' ... knowing they might just say 'yes'.

Another thing to remember is that people only browse in shops where they like the products e.g. men browse in sports shops because they like golf or fishing. They can also be found in hardware shops looking at the latest tools and gadgets ... but you won't find too many of them browsing in Jewelry stores or shoe stores (unless out of professional interest or they need shoes).


So let's assume that everyone coming into your store likes or needs Jewelry. Let's also assume that they're not likely to come in and say "I'd like to buy an expensive Diamond ring please" so let's create more opportunities for them to say 'no' ... they may say 'yes'.

And remember ... not only are they looking for themselves but they also have 15 other people to buy for before December 24th!

At your **Daily Edge Meetings** ...

Look at your **Door Count** for the day before and don't settle until you know 'what' each person came in for and 'why' they didn't find it. Don't accept the usual excuses 'they were just looking' or 'they'll be back'. Instead, turn 'Lost' sales into 'Future' sales by learning from each and every opportunity.

RETAIL TACTICS

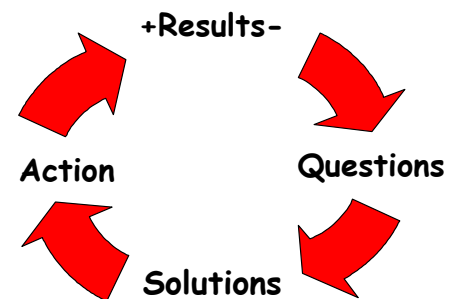


The difference between Ordinary and Extraordinary is the little bit Extra

Your behavior must be consistent with your goals e.g. you can't have a goal to lose weight while you're eating Big Macs ... just like you can't have a goal to have a record December while you're behaving the same way you did last year.

Remember, the definition of Insanity is ...

'Doing the same things and expecting a different result!'



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