



# Power Up Your Holiday Sales



**Motivational Quote**  
*When you change the way you look at things,  
 the things you look at change - Wayne Dyer*



## Holiday Tips - Part 5

Here's a Checklist of our Strategies so far:

### Checklist:

- ☑ Identify your important Holiday Targets & Goals
- ☑ Decide 'How' you are going to achieve them
- ☑ Spend time each day monitoring and refining them
- ☑ Have a 'Daily Edge Meeting' with your team
- ☑ Take action ... implement your Plan!
- ☑ Identify & follow the 'Aged Inventory Tips' in Part 2
- ☑ Identify your 'Ace' selling team and help them sell, sell, sell
- ☑ Convert 1 more sale from every 10 customers
- ☑ Be Extraordinary rather than ordinary ...

## Step 6 - Christmas 'Stocking'

Running out of fast sellers at this time of year is like Santa running out of lollies on Christmas Eve.

By now, all of the new items you selected for Christmas should be priced, ticketed and on the shelf. Many will already have sold and some will have sold several times. The key now is **Daily Re-Ordering** (see Diag. below)! The time it takes you to re-order, re-enter and re-stock (put in back on display) has a direct bearing on how long it takes to re-sell so take control of each part of the selling cycle by;


1. Re-ordering daily and chasing outstanding orders
2. Re-enter & re-stock immediately (leave opening the mail until after the stock is back on the shelf)
3. Re-educate ... tell your staff it's back and where it is

Take advantage of the law of 'Supply & Demand' eg good luck trying to buy some cheap long stem red roses on Valentines Day ... your fast sellers at Christmas time are like red roses on Valentines Day.

Start a daily **Holiday 09 Journal**. Write down everything that works and why, everything that doesn't work and why not, what your opposition (not just other Jewelers) do and how it impacts you, who your best vendors are, who your best salespeople are etc. Add copies of your advertising and record their impact on sales. This time next year you won't remember any of these details so write them down as they happen.

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

**RETAIL TACTICS**



**What customers want is:**

**Value, Service, Quality  
 Reassurance and ...  
 a shopping experience!**

**So why should they buy from you? What is your 'Point of Difference'?**

**Explore ways to 'WOW' your customers with 'Holiday Gifts Guaranteed to Delight', extended warranties, added value (free lifetime battery replacements), loyalty credits ... and so on.**

**Make it so your customers would be crazy to shop anywhere else!**

