



Power Up Your Holiday Sales



Motivational Quote
We didn't lose the game, we just ran out of time
- Vince Lombardi



Holiday Tips - Part 6

You still have 17 days left to 'Win' the game

Here's a Checklist of our Strategies so far:

- ☑ 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 ...
- ☑ Re-Order Daily
- ☑ Define your Point of Difference ... your WOW factor
- ☑ Start your Holiday 2009 Journal

Step 7 - Create Urgency ... create Sales

Why create urgency?

Because there's only a few short weeks left until Christmas and most customers leave it until the last minute when the car parks are full, traffic is crazy, tempers are rising, temperatures are falling, stock is running low, there are kids everywhere ... hardly ideal conditions for relaxed, creative shopping.

Because your customers lead busy, frenetic lives, they don't have time to browse for the 'Perfect Gift'. Most of them are walking around in a daze hoping that special gift will leap off the shelf. And there you are with the 'Perfect Gift' for all ages, both sexes and most budgets ... you just need to ask/help them.

Because if you don't create urgency ... your competitors might.

How to create urgency?

Become obsessed with **helping** customers appreciate the 'must buy' situation and **suggesting** ways to help them.

Remind them that there are only X days until Christmas. **Point out** that if they leave it too late they'll have to contend with kids, crowds, parking problems etc. **Encourage** them to do their shopping **now** to avoid this stress and enjoy a relaxing lead up to Christmas.


Helpful not **pushy**. I don't like pushy salespeople but I do like helpful ones. Ones that make suggestions eg a Grandmother has no idea what her 16 year old Granddaughter would like ... but you do!

Offer **Christmas Consultations** ... an appointment to discuss their shopping list and special requirements.

Remember to sell the WOW factor ... "you won't believe some of the amazing things we're offering this year!"

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

RETAIL TACTICS



Holiday Mindset:
Every customer should do all of their Holiday shopping with you ... today!

Break finance payments (eg GE Finance) down to daily amounts i.e. this \$1,295 pendant is just \$3.50 a day (the price of a Cap-puccino!)

Sell 'Gift Cards' straight from the Edge or if you don't have this feature yet, offer 'Store Currency' to your customers to create loyalty, reduce discounting, attract new & repeat business and produce a Wow!

If you want to know more, please ask.

