



Power Up Your Holiday Sales



Motivational Quote

The last of the human freedoms is to choose one's attitude in any given set of circumstances
- Victor Frankl (famous neurologist & psychiatrist)



Holiday Tips - Part 7

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
- Create Urgency ... create sales

Step 8 - Back to basics

Now is not the time to be clever or experimental ... it's a time for sticking with the tried and true ... the basics.

So apart from the growing list above, here are some of the basics:

1. Keep **Attitudes and Motivation** levels high ... lead by example
2. Help the customer to decide by asking them to buy. 60% of the time neither the salespeople nor the customers make a decision ... even if they love it.
3. Have a 'free' salesperson in the store at all times, ready for the next customer who comes in.
4. Have a variety of wrapping paper so customers can buy multiple items that all look different. In fact, you can use this to close sales ... *"we've got some stunning paper so why don't I wrap it up for you and it's one less present you have to think about?"*
5. Have one person (not your top salesperson) available to wrap, take care of credit applications, deliver/pickup etc.
6. Make sure your windows are eye catching, clean, fresh & interesting
7. Don't let standards slip just because you're busy. You'll have many first time customers and you want them to come back.
8. Reinforce your **Gifts Guaranteed to Delight** policy ...

Never apologize for keeping customers waiting ... but always thank them for their patience!

Over the next few days you will inevitably keep customers waiting because you'll be busy serving. Ideally, you would still acknowledge the customer (a smile or hello) but never say to them *"I'll be with you in a minute"* because #1 you probably won't be and #2 you've just told the customer you're with that they've only got a minute! So remember to thank them for their patience and watch their anger & frustration at being kept waiting, disappear!

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

RETAIL TACTICS



Use 'Social Proof'

... This item is very popular

... What a lot of customers do is

Your 'Holiday with ABC Jewelers' advantages

- a. Your recommended gift ideas for Ladies, Gents, Girls, Boys & Babies
- b. A list of your 'Why buy from us' advantages
- c. A list of your 'Why buy now' advantages

Team Incentives

Make sure the Team know what's in it for them once they've helped you achieve your goals.

Set an 'After Budget Bonus' for when they achieve your target ahead of time.

Keep them informed.

