



Power Up Your Holiday Sales



Motivational Quote
"Tough times don't last, but tough people do."
- Dr Robert H. Schuller



Holiday Tips - Part 8

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
- Back to Basics

Step 9 - Back to basics continued

Sticking with the basics this issue:

1. Make sure your top salesperson is the first to approach a new customer followed by your second best ... and so on.
2. Measure each salespersons performance daily. Give praise and ask for feedback i.e. *what are you doing that's working so well in the Diamond Earrings?*
3. Share these success tips at your 'Daily Edge Meetings'. Please tell me you're having them!
4. Consistently and expectantly ask each and every customer (even if they've already bought three items) *"Is there anyone else you still have to buy for that I may be able to help you with? Remember this is being 'helpful' not 'pushy"*
5. Sell the 'friend' as well. Many customers shop with friends who can either help or hinder your efforts. So involve the friend/s in the process e.g. *"what do you think of ..."*. The friend will make you pay for excluding them when your customer turns to them at the end and asks *"what do you think I should do?"*

Remember to thank customers for their patience!


This should be the most profitable week of your entire year ... it's **show time**.

It's what you've been working towards all year.

So stay positive, enthusiastic, excited and passionate.

Make it a fun week for everyone and make every second count!

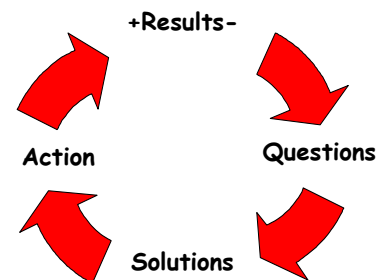
RETAIL TACTICS



*The Rules have changed ...
... and you can either be a victim or you can learn to play by the new rules.*

I know of many stores who will have substantially lower sales than last December but because of improved margins, controlled buying and better business management they will end up better off in real profit terms this year!

When Customer traffic is down (as it is now), you need to compensate with a higher average retail value, higher margins and a better conversion ratio.



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