



Bob Negen

YOUR TIP OF THE WEEK!

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TIP #342 - 24 Ways to Save Your Sanity and Boost Your Sales This Holiday Season

Dear Tip of the Weeker -

My grandfather, Steve Nibbelink (an old Dutch farmer from Pella, Iowa), always told me, "Bob, when the sun is shining, you gotta make hay."

Well, the Christmas season is our season to make hay...

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Here are my 24 favorite ways to boost your sales and save your sanity this holiday season.

There's no single Christmas miracle on this list, but the combined power of these tried and true ideas is truly miraculous! We guarantee it. Read on...

- 1) **Attempt to add-on to every sale.** Pick an item or two with high margins and universal appeal. Then get everyone on your staff to ask every single customer if they would like one. This simple act will generate thousands of dollars in sales.
- 2) **Load up on impulse items** and display them all over your store. Think stocking stuffers.
- 3) **Sell up.** 'Tis the season to be generous, so always show your better quality merchandise.
- 4) **Keep demonstrating.** Show, show, show until they say no.
- 5) **Making shopping easier** by using as many signs as possible. Good signage is like having an extra salesperson on the floor.
- 6) **Eliminate buying resistance** by clearly communicating any and all guarantees your products might have.

- 7) **Offer gift wrapping.** It makes the holidays easier for your customers.
- 8) **Get out on the selling floor.** Now is the time to lead the charge, and it can't be done from the quiet and comfort of your office.
- 9) **TRAIN AND COACH YOUR STAFF!** The time is now. If your staff, including seasonal help, is not well trained and coached you are probably losing thousands of dollars in sales.
- 10) **Keep a close eye on your best sellers.** Running out of your most popular items not only costs you sales, it's bad customer service.
- 11) **Always know the status of important orders.** If that huge order of your most popular thing-a-ma-bob isn't coming in on time it's going to cost you, and maybe cost you big. Don't take any chances that your best sellers didn't make it to the warehouse in time for this year's holiday season. Be proactive!
- 12) **Increase your store hours.** During hay season my grandfather, the farmer, was out in the field at sunup and didn't come in til sundown. There was money-making work to be done!
- 13) **Make shopping FUN.** Fun sells, especially during the holidays. It doesn't have to be hard, or fancy. Have a guess the number of candy canes in the big glass bowl contest or something of the sort. Let your imagination run wild; get into the spirit of the season!
- 14) **Have lots of sales games for your employees.** Sales games make the season fun for your staff. They also appreciate the chance to make a little extra cash or get merchandise they can use as gifts.
- 15) **Put a spiff on high-margin, high volume items.** It's a great way to get your staff selling what you think is important. A spiff is a payment for selling a particular item for instance, \$2 for every \$150 turbo-charged, turquoise widget sold.
- 16) **Mark down slow moving merchandise on time.** It's much easier (and more profitable!) to sell slow movers at 20% off in December, than at 50% off in January.
- 17) **Use bag stuffers.** Stuff bags with a schedule of events, a coupon good in January, or an invitation to your winter open house. Get your holiday shoppers back in your store after the holidays are over.
- 18) **Collect names and addresses.** Knowing who your customers are allows you to contact and sell to them during the rest of the year.
- 19) **Decorate your store,** and the bigger, the better. Get in the holiday spirit and your customers will, too.
- 20) **Make your regular customers feel special** because they are! Don't let them get lost in the crowd of holiday shoppers.
- 21) **Wear good shoes.**
- 22) **Eat well and drink lots of water.** Staying healthy and physically strong is a challenge this time of year. A healthy body will help you be mentally sharp.
- 23) **Get as much sleep as you can...** Zzzzzzzzz.
- 24) **Smile.** Remember, it's Christmas!

For more information on how to turbo-charge your store during the holidays (and beyond), check the [Retail Mastery](#)

[System blog](#). You'll find nuts and bolts strategies that mean the difference between big-time retail success, and barely squeaking by.

Ho! Ho! Ho!

Have A WhizBang! Holiday Season.

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Announcing: The Retail Mastery System



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Wishing you great sales and lots of fun,



Bob and Susan Negen

WhizBang! Training
Phone: 616-842-4237
Fax: 616-842-2977
Email: bob@whizbangtraining.com

212 S. Harbor Dr. #301
Grand Haven, MI 49417

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Do you have a great tip to share with your fellow retailers? Something that has made your professional life easier, more profitable, or more fun?

Submit your "WhizBang! Tip of the Week" and if we use it, you'll get our 25 page Retail Business Assessment and Action Plan Kit, a \$49 value, FREE! Drop us a line at tips@whizbangtraining.com.

WHAT DO YOU THINK?

What topics would you like to hear tips about? What frustrations, dilemmas, and difficulties are you facing that we can help you with? Drop us a line at tips@whizbangtraining.com.

PASS IT ON!

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WhizBang! Training
212 South Harbor #301 Grand Haven, Michigan 49417

Phone: 616-842-4237 Toll Free: 800-842-1660 Fax: 616-842-2977

E-mail: tips@whizbangtraining.com

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