

Christmas '09

Ideas to help you increase sales and embrace the spirit of Christmas from Tower Systems, Point of sale software specialists.

1 CHANGE, CHANGE AND CHANGE

Each week, move product around, keep the shop looking fresh and people will buy more. While moving stock is hard work, the pay off is that shoppers will find “new” things.

2 CHRISTMAS ART

Invite school, kindergartens and play groups to provide art with which to decorate your shop. Offer a modest prize for the winner. Invite public voting if you like. Be proud in showing off local art. This will bring families in to show off and show you as community connected.

3 CONNECT WITH A LOCAL CHARITY

Offer a local charity coupons (in a catalogue) to distribute which provide a discount off certain product categories on presentation. In return, give them a commission from each sale. For example, the coupon could offer 10% off any gift and you could give the charity 5% commission on every sale. A good charity will promote the coupons for you.

4 KRIS KRINGLE SHOPPING

With Kris Kringle giving growing in popularity, display your gifts based on price point. Sign-post them as Kris Kringle gifts. Show people what to buy.

5 GIVE GIFTS

One day each week give gifts with every purchase. It could be a chocolate, a fridge magnet or a calendar. Whatever you give, make sure it is something people will like and is easily given away from the counter. Get known as the shop which gives more.

6 SAMPLE

If you sell chocolate, offer samples. There are ways to do this with the food health regulations. Candy companies will tell you that offering samples drives sales.

7 SMELL

Choose a smell for Christmas and use a vaporiser to let this waft into the shop. Darrell Lea stores do well with a liquorice smell. I have seen store do it well with a pine tree smell at Christmas. Tap into a sense which is not often used in retail.

8 MANAGE LINES

With more customers in the shop this time of the year, managing lines is important. Have your best people at the counter and driving traffic so that wait time is kept to a minimum.

9 TAP INTO SPECIALIST GIFT GIVING

There are many gifts you can sell by showing that they relate to a highly specialist gift giving occasion: teacher, neighbour, priest, local service provider, gardener. Promoting a gift for one or more trains your customers about giving such a gift and getting it from you.

10 ADD TO THE PURCHASE AT THE COUNTER

Have two impulse items at the counter to be pitched in every sale. Gift tags, Christmas candy or a trinket for car, work or home. Research suggests that 18% of sales can include a counter based impulse purchase. Get the product right and tap into the opportunity.

11 ADD VALUE EVERYWHERE

Seize every opportunity. Have tape with gift wrap, gift bags near gift items, pre-wrapped gift items, an up-sell opportunity printed on receipts, a promotional flyer in every bag and a logical layout to the store – zones for product categories with good adjacencies.