

# 20 Holiday Retail Sales Tips

In celebration of our 20th Anniversary, here are our top 20 Holiday retail sale tips that will help you make the most of the 4th quarter selling season:

- 1. Review Last Year's Holiday Plan** | It's review time. What worked? What didn't? Is there anything that you need to add or change? Consider what you'd like to do again and then try to implement something new this time around.
- 2. Stock Up & Order Multiples** | When ringing in your customer's items, ask if they have anyone else who might like this item as a gift and suggest, *"Do you have anyone else on your gift list that is around the same price range? You might save time picking up a few of these for others, too?"* Make sure to ask your customer if they need more than just one item? So with that in mind, make sure when you place your holiday orders, consider ordering multiple items to ensure you have enough to fill your shelves. Have items bought in multiples pre-wrapped to make it easy for your customers to pick up a hostess gift.
- 3. The Perfect Pair** | When your customer is ready to check out, be ready with a suggestion to go perfectly with that item in their hand. For example, if they are purchasing a jar candle, considering offering an alternate scent or alternate size candle like a votive or melting wax. Or maybe they are purchasing gloves, you could then offer the suggestion for a coordinating scarf or hat. Adding on an item or two to your customer's check out will quickly add to your bottom line.
- 4. Update Your Store Hours** | With the holiday season comes special holiday store hours. Expect prospective customers to check your store's website and social media pages before taking time out of their busy schedules to visit you. Make sure your holiday hours are up to date on your site and social media pages. The same goes for Google which displays your hours in Google Maps; make sure to sign in to Google My Business to update your holiday hours and any other information.
- 5. Run Flash Sales** | Instead of running one long holiday sale, consider creating a few different campaigns for different dates. When it comes to flash sales, it's best to keep them short and sweet. Successful flash promotions are ones that don't last long, with 50% of purchases occurring during the first hour alone. Spread the word via email and social media.
- 6. Reward your Best Customers** | Offer a special discount or free gift to your best customers. Plus, help them kick off their holiday season with a special treat from you! Try sending a holiday card that includes a special thank you from you along with a special offer. They will truly feel appreciated with a special note from you!
- 7. Free Gift Wrapping** | This is one of our favorite tips! Offering free gift wrapping to your customers during the holiday season is not only a fabulous customer service, but also one that sets you apart from the big box retailers.
- 8. Hey Buddy!** | Turn your business neighbors into marketing partners by creating promotions, contests and special events together. This is a great way to connect with your neighbors while driving traffic to your store.
- 9. Take Part in Small Business Saturday** | According to the American Express Small Business Saturday website, In 2017, 90% of consumers surveyed said Small Business Saturday has had a positive impact on their community. This has grown to be a holiday tradition and a nationwide movement! Visit the website to get marketing tools, collateral and ideas for making the most of [Small Business Saturday](#).



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10. **Rotate Your Items Daily** | During the holidays, customers will more than likely come multiple times to your store. Give your customers a reason to come back to your store in order to see “What’s New!” You can do this by having a staff member pick a new “Item of the Day” every few days during the busy holiday season. This keeps your presentation fresh for both the customer and them. Don’t forget to promote your “Item of the Day” on your website and social media.
11. **Check your Inventory levels on a weekly basis** | If you’re selling out of items or showing low inventory, make sure to reach out to your Territory Managers and work to place reorders. It’s never too late to get additional merchandise during this critical time of year.
12. **Make Sure Your Team Can Execute Flawlessly** | Your leadership on the sales floor is critical to your team members’ success. Each morning have a five-minute sales huddle so your team members can select their items and give you a two-minute sales presentation. Then get commitments for the number they will sell that day. Finish up by ensuring that they set up a display of the item at the cash counter so they can offer it to every customer. And staff up! Everyone is busy during the holidays and having enough trained help can make all the difference! Lastly, don’t be afraid to ask your Territory Managers to come in and support you this season. They are extra help during this busy time and can help sell their product. They can also help gift wrap, greet customers, pull back-stock, merchandise, etc.
13. **12 Days of Christmas** | Feature a new item every day for 12 days during the holiday season. Post your favorite pick on Social Media and give a short description. This will keep your customers engaged and drive traffic to your store. Be sure to label the products as “12 Days of Christmas Product Feature” to help your staff and customers better identify these items. Use social media and landing pages to create excitement about what each day’s special will be.
14. **Don’t Be Camera Shy** | Consider creating engaging videos and posting them on your Facebook page. You can feature a particular product that just arrived or invite customers to attend an upcoming event.
15. **Host a Holiday Event** | Host a holiday season kick-off event to bring customers in; such as a tree-lighting ceremony with hot chocolate and a visit from Santa, DIY project events featuring holiday wreath creations or decorating ideas, or maybe invite a local chef to conduct demos using products from your store. Make sure to provide food and drinks and consider holding a special giveaway drawing or promotion to entice your customers.
16. **Giving Back** | ‘Tis the season to give back to your local charities with both your time and money. Consider partnering with a local charity and plan to collect donations in your store. Or, consider hosting an event around the charity. Establishing these connections within your community will help you stand out as a caring business and foster strong relationships with your customers. During the Holidays, even consider donating 10% of profits to a local charity that is important to your community or collect non-perishable items for your local food pantry.
17. **Review the store’s layout** | Throughout the season, take inventory of your store’s layout. If you notice hard-to-reach items or congestion around your displays, address them right away. Checkout lines are especially important; not only do you want to make sure there is ample room for your customers, but you should also add displays to encourage last-minute purchases. In particular, showcase items people tend to forget to pick up in their shopping rush, like wrapping materials or gift cards, to help save them an extra trip.
18. **Prioritize Your Marketing Efforts** | Now is the time to consider what your marketing plans will be for 4<sup>th</sup> quarter. What will that look like? Print, email, social media, all of the above? Really, your marketing plan should be a combination of print, email, and social media. Determine what your message or focus is and then make sure you share that message in print, email and social media. Remember...consistent communication of your message is key!



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- 19. Joyful Staff |** The holiday season can be busy and stressful, not only for you, but for your staff as well. Make sure you to take time to show your staff how much you appreciate them. Consider creating a fun contest where you reward your staff with a special prize or cash giveaway. Also, it's hard for staff members to take breaks or lunches so consider catering lunch once a week during the busy season. An appreciated, happy staff will certainly sell more and take more pride in their work. Also, consider having a staff dinner the week before Thanksgiving as a thank you and acknowledging how hard the next few weeks will be, but we're all in this together.
- 20. Don't Be a Grinch |** Remember to SMILE! No one wants to buy from a grumpy salesperson during the holiday season. And even owners need a break! So don't forget, you too need to step away to recharge and refocus. You deserve it.



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