



December Retail Tips

Top Tips - part nine 6 things Abba can teach us about business....!

For all of you reading as our DVD of the month is Mama Mia, arguably the most popular feel good movie of the Christmas season, I thought it'd be a fitting tribute to see what abba can teach us about sales and profit !

- Firstly, the most obvious thing is that they're a team, they work in synchronicity and they all know what the others are going to do and when they're going to do it..... ! No surprises there then.
- Secondly, inward collective groan, they're all singing from the same song sheet !!! yes I know its cheesy, but its hard to go forward when people are pulling in different directions. First things first, agree the plan !
- When the lights go on, the performance starts. They don't wander around the stage with a cup of coffee chatting about their weekend. They do what they came to do – entertain us....! I've lost count of the number of shops I've been into where the staff don't appear to know what they're doing, where the stock is, or why they're actually there.
- Everyone knows the words, we use a script, they use a songsheet, but everyone knows the words, so they're not stuck for something to say. Training on what to say for staff helps a lot, soundbites about products, ranges, collections, some background information its all useful sales tools.
- They've rehearsed.... A lot ! They know where to stand, when to move about and when to keep it simple. A lot like the sales process. Learn your lines, ask questions, establish needs, show the value, get the sale !
- They look good ! Recognisable, separately or together, they have a look. For retailers its vital to have a recognisable look, a USP that can be carried through all our sales offers/ promotions and dealings with the customers.
- And of course finally, it had to be in herethe winner takes it all !



That's it for me, have a great and successful Christmas trading season ! I hope you get everything you wish for this Christmas !

See you all in the New Year !

Rachel