



## June Retail Tips

### Top Tips - part four 5 ways to increase sales

Ta da....Summer's here (apparently) So here's the best way to increase sales dramatically, are you ready for it? Our philosophy is that its better to entice your existing customers to buy again, than to be constantly chasing new customers. I know this was the subject last month too, but its so simple and essential that I wanted another go at it. So here's our latest thoughts – some are simple and others require a bit more planning, but they're all worth a go...!

1. Set up a sales incentive programme. Why do so many businesses have sales incentives in place ? because they work – offer a manicure, a voucher, a product you have in store, or even a prize and set up a little bit of healthy competition between your staff.
2. Encourage your sales staff to upsell or cross sell. If you're selling a pendant, then show the earrings as well and always always always mention the benefits.
3. Tier your customers – There should be a clear difference between your regular customers and other customers, so that your regular customers can see that you value them. There are many ways that you can show customers that you value them, from simple things like greeting them by name, to larger benefits like small discounts or extended credit.
4. Customer rewards programme – Many large businesses have this in place, but there's no reason why us smaller businesses can't do this. From discount on a customers birthday, to a points system that earns rewards.
5. Throw in something extra, whether it's a voucher for future discount, additional information on how to use the product, or a fantastic genuine smile. People love to get more than they thought they were getting. A gesture doesn't have to be large to be effective...

The irony of good customer service is that over time, it brings in more new customers than promotions and price cutting do, which is a huge benefit for small businesses and an area we can really excel in.

As always if you've used any of our tips and ideas please let us know how you got on?

Thanks for reading