

April Retail Tips



Top Tips - Part Thirteen

In line with the season the top tips this month are rather topically “Spring Cleaning” We don’t just throw this together you know !

So Spring cleaning... Before you reach for the Marigolds and start dividing the shop up into segments and arguing over who has to do the card spinners. Hold up, I want to talk about mental spring cleaning ! Because putting it simply, Spring is a time to sort out our wardrobes, our houses and gardens, and why not our minds too? We all get set in our ways without really noticing it happening. Anything that’s round us too much becomes familiar and so not really appreciated. So, why not take a few minutes to really have a GOOD look around your shop – with a fresh perspective from a customer’s viewpoint, and see what they see?

- Outside sign – Is it clean? Is your name/ logo dated? Does it need a makeover? Is it a good colour? Does it stand out clearly in your street? Do you need a sideways hanging sign for more visibility?
- Is the outside of your shop clean? Are all the bulbs working? Do all your window graphics complement each other? Do you have a bright Spring colours display in pride of place?
- Can you change your window display more often than usual now, to stimulate interest in your store? Have you got set in your way of display? Could you let someone else dress the window for once?
- Have you mailed all your customers about your new Spring offers?
- Have you made up soundbite sheets about all your new products so that everyone has something knowledgeable to say to the customers?
- Have you sent out at least one press release to the local media about your new stock?
- Does everyone have keys to all the cabinets or do you have to rush about the shop looking for the right key when a customer wants to view something close up?
- Do you have a shop blog? If you don’t, could you start one to drive up website traffic. Is your website bang up to date?
- Do you have a marketing plan for the year? Note, this says marketing, not advertising. You can still market successfully even when there’s no money for advertising, or very little money shall we say?
- Is your website address printed on all your stationary, including your carrier bags? Are your business cards up to date? Do they say on the back of them what you do and what your USP is?
- Have you joined your local chamber of Commerce or networking group, to meet new people and get some new ideas. Check out business link for some great cheap or free courses to get your spring mojo in full working order...!
- If its all a bit much and it feels like you’re walking through treacle – are you talking to someone about it? Don’t keep it all in. There’s always something that can be done to improve things, but a problem shared is a problem halved. If everything is going well, give yourself a pat on the back, and see what else you can do.
- Finally indulge yourself in some fresh flowers to bring in the Spring and bring the shop to life, women always notice fresh flowers, so share the feel good factor and bring a treat quality to your shopping experience !

The quote of the month is “I’m not happy. I’m cheerful. There’s a difference. A happy woman has no cares at all. A cheerful woman has cares but has learned how to deal with them.” So we might as well get cheerful, after all what’s the alternative?

So, in the cheerful words of Cliff : Here comes Summer.....!