



MAKE YOUR CASH REGISTERS RING IN ANY ECONOMY

Revolution: “a drastic and far-reaching change in ways of thinking and behaving”

“I am always on the lookout for complacency, particularly when things are going well. That’s when companies develop bad habits and complacency creeps in. When you’re making good money and good margins, you tend to get sloppy.” – David Neeleman

NINE TIPS CONCEPTS THAT WILL MAKE YOUR CASH REGISTER RING IN ANY ECONOMY

1. Offer an experience that affects all five senses.
2. Create an image for your business that resonates and is consistent. This is a logo, color scheme, domain name and use of these concrete images in a way that is memorable and consistent.
3. Pursue the business trifecta: Retail or food service base + proprietary product + value added service/experience
4. It costs at least ten times more to get a new customer than to keep one you already have. Treat customers like they are valuable, really valuable. Use e-mail, text message marketing, Facebook, etc. to stay in touch and maintain contact with customers. Remember that retained customers also refer new business.
5. Nurture relationships – not just with existing customers but potential customers. Use social media like Facebook to develop and maintain real relationships with more people than ever before.
6. Host events that are focused on reinforcing your business experience and increasing foot traffic or web traffic to your store.
7. Offer samples or low-cost ways to sample your products, service or business experience.
8. Pursue and lead the effort to engage in cooperative marketing alliances with other businesses that target the same audience as your business.
9. Use e-commerce, web sites, e-mail marketing, social media, and more to maintain a 24 hour a day, 7 day a week presence to your customers.



CREATE A LOOK THAT SELLS HANDOUT #1

Small Businesses Need a LOOK THAT SELLS Because It...

1. Helps grow the business efficiently and productively – in short, to the best of the owner's ability.
2. Leaves the owner feeling energized and passionate about the business. They feel they've accomplished something every day.
3. Improves product margins.
4. Leads to a destination business.
5. Provides quick if not immediate Return on Investment
6. Provides new revenue opportunities.
7. Increases store value to customers and net worth of owners.

It costs five times more to get a new customer than to keep one you've already got. This is why it is so important to take care of the basics – and that the Impression you make as your first impression is the same impression you make on the 2nd time and the 50th time – customers become loyal when they get consistent, reliable, memorable experiences from a business time after time – they know what to expect, they like it, and so they return – and they talk about it.

Sell an experience. The business should have an image and experience that they sell. The experience should be extended into marketing, able to be shared with others through a consistent image – an image with a story, an experience behind it. Customers expect this – consistency, quality of image, a story, authenticity, a unique and memorable experience.

Measure the Profitability of Displays: Once a display or signage element is in place in the store, take a photo of it and keep a record of the product sales during the display's existence. Save your information in a file folder for easy reference. By documenting its success, you can re-create the display next year or if it flops, you can make sure you don't repeat the same mistakes.

Return on Investment: When you welcome customers with your curb appeal and useful/beautiful displays, it is proven that they spend more – anywhere from three to ten times as much in the majority of cases. Your average transaction growing so much is reason enough; however, by creating a definitive and memorable experience, you will also generate buzz about your business, will increase walk-in traffic counts and create a destination shopping experience. The return on investment has been proven.

Isn't it time to create a look that sells for your business?



TOP TIPS TO CREATE A LOOK THAT SELLS

- Window lighting is critical. We recommend halogen spotlights on a track system for easy adjustment.
- Window lighting is especially beneficial at night when traffic is slower and windows are less likely to be blocked by parked cars. Lighting will draw the eye at night.
- Greenery around windows and doors softens and welcomes. It also adds depth to your overall window display.
- Draw special attention by using the large-bulb Christmas lights or bistro lights to line store windows to create a traffic-stopping effect
- Change curb, window and in-store displays should regularly – weekly at least
- Price ranges should be mixed within both window and interior displays
- Employee dress should be considered part of the experience and customer impression – do not overlook this or allow inconsistencies. Think about creative ways to convey your experience and provide consistency. Some options include t-shirts, uniforms, aprons, hats, dress guidelines, etc.
- Don't forget - customers most often walk to the right when they enter a store. Maximize this area for displays.
- Locate the cash register to the left and just inside the front door as this is typically the weakest area for sales and will allow a good final impression whether purchases are made or not.
- Make sure to include well-displayed “point of sale” merchandise at the checkout area – this is not the time to show disorganization or inconsistent merchandise.
- Utilize alliances with neighboring businesses to boost displays and window appearance and also boost business for you both
- Every business should maintain a collection of creative props and a stash of colorful/textured table clothes.
- Every store should be full of ideas – both visual, written and live human – on how to use the products/services
- Displays should include varying heights, textures, colors and stores should be broken into vignettes
- Remember that the first impression often happens long before the customer comes through the door.
- Customers can get overwhelmed. Consider creating niches inside a store to allow for exploration instead of awe. This prevents customers from being overwhelmed by a “bowling alley” view. If the path to the right is blocked, this may also confuse or overwhelm the customer.
- More is not always better – and is often quite intimidating or overwhelming.
- Look for every opportunity to create propriety products to offer both for sale and to giveaway for marketing purposes.
- Remember – every time a t-shirt appears with your name on it, it is a personal endorsement from the person wearing it and a walking billboard that you only paid \$5 to have implemented.



CREATE A LOOK THAT SELLS HANDOUT #2

Create a “Look that Sells TOOLBOX.” By having all of these items in one location – many of our clients use a bucket or cleaning caddy that are easy to carry around and store - to organize these tools. This is a time and money saver!

- Scissors, Stapler, Two-Sided Tape, Pins
- Hot glue sticks and glue gun
- Monofilament Fishing Line
- Tape Measure
- Razor Blade/Utility Knife
- Hammer, Nails, Screwdriver, Screws
- Notepad, Pencil, Marker
- Signage, Sign Holders
- Glass Cleaner/Paper Towels
- Props (Non-merchandise Items)
- Idea book of displays, magazine advice or clippings that inspire you, photos of past displays in your windows.

Elements of effective visual merchandising:

- Balance: Asymmetrical rather than symmetrical balance with displays provides greater profitability.
- Size of Objects: Place the largest object into the display first.
- Color: Helps set mood and feelings.
- Focal Point: Where products and props/signage and background come together. Every display should have a focal point to draw the eye and help the customer find order in the overwhelming world of offerings.
- Lighting: Should accent focal point, if possible.
- Simplicity: Less is more so know when to stop and don't add too many items.

Questions to ask yourself about your “look”:

- Are the store front and windows attractive and inviting?
- Is all signage clear, professional and legible?
- Is the store interior welcoming and comfortable?
- Is merchandise presentation appealing?
- Are seasonal and high-margin merchandise placed in high profile locations?
- Are displays and windows rotated and changed frequently (weekly/twice monthly)
- Is the store appearance fresh and professional?