

MAKE SALES BLOOM THIS SPRING!

TIPS FOR TENANTS

SPRING, 2018

i CONSIDER THIS...

86%

OF **CONSUMERS** ARE WILLING TO **PAY MORE** FOR **BETTER** CUSTOMER **EXPERIENCE**



EXPERIENCE

Connecting with your customer is the most important factor in turning visitors in to customers. Many employees have never developed their ability to communicate on a truly personal level. Without that ability, customers see employees who are just standing around.

- 1 QUICK CONNECT**
Talk to customers within 15 seconds of them entering the store.
- 2 LISTEN FIRST**
Invite customers to tell you what they're looking for or problems they are having with a product - listen and be in the moment.
- 3 IT'S ABOUT THEM**
Make yourself interested in another person first...make the experience positive and memorable for both you and your customer.

VIRTUAL



Even if you're not selling online, it doesn't mean you can't use the internet to your advantage. Social media is a great place for small businesses to promote merchandise and services.

LEVERAGE SOCIAL MEDIA

Ideally, have a presence on all the major social media channels (Facebook, Instagram, Twitter), but if you have limited time, just start with one. Make sure to identify which site your customers are using.

CREATE A BUZZ

Promote FLASH sales via a post or text to your customer base. Develop a steady stream of activity: post daily or weekly offerings.

SUPPORT YOUR COMMUNITY

Making a donation or hosting a charitable event can increase your store's reputation. Host classes, meeting or networking events to draw new visitors in to your store.

SEASONAL

According to our experience, the DAYS LEADING UP to the four major holidays of the Spring Season see an increase in traffic as well as sales:

“ **Consumer confidence** improved to its highest level since 2000,

per Lynn Franco,
Director of Economic Indicators
on 2/17/18 at
The Conference Board.



EASTER WEEK
(3/25 - 4/1)



MOTHER'S DAY WEEK
(5/6 - 5/13)



MEMORIAL DAY WEEK
(5/27 - 6/2)



FATHER'S DAY WEEK
(6/10 - 6/17)

Plan ahead for well-timed promotions around holiday gifts and merchandise, increase staff for peak traffic to boost service and conversion. Also, balance activities to drive traffic on softer shopping days.