



50 ways to address the short-but-deadly sales slump of Q1.

1. Start a customer loyalty program
2. Evaluate your inventory (or do your inventory)
3. Have giveaways
4. Update your website & push online sales
5. Segment your top supporters & give them a special deal
6. Introduce (or reintroduce) yourself, your business, your staff
7. Host a pop-up
8. Build your email list
9. Reach all the gift card holders with a special promo
10. Tap into the Q1 holidays for special marketing ideas (Super Bowl, Valentine's Day, St. Patrick's)
11. Create a shop local campaign
12. Identify your peak hours and capitalize on them
13. Revamp your sales pitch and strategy
14. Identify what you are actually doing, write it down and evaluate
15. Promote complimentary services (value-added that you may already be doing)
16. Create a time-sensitive and attention-getting promotions
17. Improve your sales training on up-selling and cross-selling
18. Ensure your store shows up online (Google, Yelp, FB)
19. Update (or create) your Google My Business profile
20. Tell an authentic story that resonates (why you do what you do)
21. Keep inventory fresh and relevant
22. Offer different payment methods (buy now, pay later; cash discount)
23. Collaborate!!
24. Host an event
25. Improve convenience (gift wrap, delivery to door, try before you buy)
26. Consider different signage (sandwich board, ask another business for postcard placement)
27. Have an influencer promote your location
28. Create photo opportunities
29. Revamp your window displays "eye level is buy level"
30. Have something seasonal and promote it
31. Host in-store classes
32. Get media coverage
33. Encourage customers to review you
34. Weather does impact customers... how can you compliment it?
35. Do a store senses audit- Sight, smell, taste, feel, hear
36. Build an attractive social media presence
37. Have a local community presence (get out there!)
38. Set up unique displays that people don't see every day
39. Have the right products at the right time

40. Take care of your customer's companions (kids, dogs, husbands...)
41. Elicit emotions like "nostalgia"
42. Use an item's popularity to make them more popular
43. Personalize yourself, your store, your product, your organization
44. Give surprise rewards
45. Leverage user-generated content
46. Talk to your customers about what they would want, what they like, don't like, etc.
47. Make impulse purchases visible
48. Clear slow-moving items from your inventory (also a sale idea!)
49. Do not rip off & repeat in your market area
50. Do something! It's your business, and your responsibility to run

Always ask for help if you need clarification or navigation through any of these!