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Deck the Halls with Customers

Every customer counts - and when it comes to Christmas, that business mantra becomes an integral part of ensuring your company makes the most of this holiday season.

"The truth, retailers rely on the Christmas season to make or break their businesses," says Kim Duke, National Award Winning Saleswoman, Head Training Queen of The Sales Divas and the author of *Tickled Pink – The Secrets of Attracting Delightful Customers*. "Retailers need to know how to make the most out of this shopping season so they can maximize their sales and ensure a steady supply of loyal customers who will continue to spend their money with you."

As every business owner knows, the secret to success with customers begins with the staff. With the hustle and bustle that is Alberta's current economy, it can be difficult to retain top quality staff, but if you have proper training techniques in place you have a better chance of keeping your customers happy.

But staff is only the beginning, says Duke. "When it comes down to it, the customer is always #1, and it's important they are confident of that as well."

Duke says one way you can show your customers how special they are is by holding a pre-Christmas party for your top customers where they can shop before everyone else does. Another way is by going that extra mile to let them know you notice them, says Duke. "Worry less about the volumes of crowds and focus instead on people who already love you. Remember - it costs more time and energy to attract a new customer rather than asking an existing customer to purchase additional products and services."

And last but not least - Don't be a Scrooge! Duke suggests giving away something in your store that makes people feel like you are really a part of the Christmas experience instead of waiting for their wallet to open. "Have unique music, snacks, cider - create an atmosphere that is peaceful instead of frantic." Kim will be in Calgary on November 23 to 26 putting on her sales training course: High-Speed Sales Stiletto Camp.

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Tickled Pink
THE SECRETS OF ATTRACTING DELIGHTFUL CUSTOMERS

