

FOR RELEASE – April 2018

It's Spring!

Spring is here, and I have a challenge for business owners and their employees – it's time to spruce things up.

How often do you look at the outside of your business? Everyday? Are you able to see how your building looks to your customers? Are your signs needing an update? Are your sidewalks clean? Do your window or door frames need a coat a paint? How about the inside of your business? If you were to walk into your store as a new customer, how would it look? How does it smell? (I have more questions but I'm sure you get my point.)

Often, we become blind to the things that need to be done to keep our place of business looking fresh for our customers. That includes regular changes to merchandise placement, cleaning shelves and product, making sure our windows are free of clutter and our counters are welcoming for that next sale.

In my younger days I worked in retail as the head of a department for two different variety stores in a small town of 2,500. Some of the things that I did were easy, like keeping everything clean, removing product with damaged packaging and re-setting my shelves often. I used the end caps for the introduction of new products and clearance items. I more than quadrupled sales within 60 days and the store owner/manager was thrilled.

I tell you this, not to brag, but rather to encourage you to make sure that you're looking at your business with fresh eyes. This isn't just for retail stores but also for insurance agencies, realtors, automotive service...every business! Be proud of your profession and make your business look professional. Take pride in what you've built and accomplished. Realize that how your business looks on the outside, and inside, will have an impact on the perception of potential customers.

Some of the things I mentioned above will cost you a little money, but I truly believe that the return on your investment will be a positive effect. Your employees can help and will learn by your example. Make sure they are doing their part during slow periods of time. Many pick up their phones and start using social media because they are bored. There should be no time for boredom since there is always something to do. Make a list of the things that need to be done each day and make sure those things are taken care of. No excuses.

Here's a pet-peeve of mine...sitting in a restaurant and seeing dust on the windowsills and ledges, sticky tables, seats/chairs and nasty bathrooms! YUCK! Then I wonder, "what does the kitchen look like?" Just food for thought. Perception is everything!

If you need a fresh set of eyes giving you a "first impression" let me know and I will help you out. I want all of you to succeed! Let's give customers what they're looking for – a positive shopping experience – they will be repeat customers.