5 Simple Strategies To Increase Sales In Retail

Whether you've seen sales decline steeply or are simply trying to stay ahead of the game, you can implement these simple strategies to help increase sales and ensure your business stays afloat. Feel free to copy and complete this checklist online or download the PDF for free.



- [ ] Make sure your website is up-to-date.

  Nothing turns customers off more than seeing information that isn't relevant anymore.

  - [ ] Operating hours
  - [ ] New locations
  - [ ] Website banner to announce new information/changes

- [ ] Offer online options/services.

  People have busy lives, and going into a brick-and-mortar store is not always going to be the most convenient way to shop for your customers. Instead of losing their business, meet them where they are and offer different ways to get your products and services.

  - [ ] Free delivery
  - [ ] Online ordering
  - [ ] Curbside pickup
  - [ ] E-gift cards

- [ ] Help your customers find your store(s)

  This may sound like a given, but you can lose a huge chunk of sales simply because your customers don't know where to find your product.

  - [ ] Use a store locator tool.

- [ ] Connect with customers via your website, email, and social media.

  One of the best ways to remind customers of your amazing business is to tell them! Go where your customers are and remain active on those social channels.

- [ ] Think through any business pivots that could keep cash flow going.

  Think about your core skills and offerings, and if there's any way you could safely reach a different customer base, or tweak your services to bring in some cash flow.

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