

How to maintain sales revenue in the Great Recession

Part 3 of 3

If you've just joined us, we've been talking about understanding what your patrons are currently thinking, how their thinking changes their



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buying behavior and adjusting your marketing strategy to meet their new needs.

Last time, I started a list of things you can do to implement an effective marketing strategy using the insight I shared above. Now let's explore some more ideas.

More recession-busting strategies

Make 'kits' — Put everything needed to create, make or build something in one place.

Mega-marts don't bother with this. They simply stock individual items in their customary locations and let you figure it out. However, kits are a widely used concept in the fashion and grocery industries.

If you're in the grocery industry, group common go-togethers so your customer can get everything they need in one spot and be successful when they get home.

Put a jellied cranberry sauce display right next to the frozen turkeys, pumpkin pie filling beside the frozen pie crusts, and group the canned French fried onions, green beans and mushroom soup together with a display on how many of each to grab.

Hey, how about a free recipe on the display for how to make this holiday favorite green bean casserole?

For a clothing retailer, display all the items that can accessorize an outfit beside the mannequin to make it easy to compare and create the desire for an impulse purchase of more than one accessory.

Simplify the purchase process — The checkout line is the low point of the whole shopping experience.

More customers have probably made decisions to never return to a particular store while waiting in an endless checkout line than any other single point in the sales process. The obvious medical analogy is the typical waiting room experience in the doctor's office.

How many times have you had your checkout line grind to a halt because the customer ahead of you picked up something that didn't have a UPC label on it? How did you feel about the added delay as the poor cashier, who can't leave her register to fix the situation, asks for a price check over the store's PA?

And what does the cashier's pleading voice resonating through the store say to those who are bracing themselves for the checkout line? Totally preventable, right?

Make the checkout process a great experience, and your customers will be delighted to return to your establishment. Any kind of line is a no-no. Prompt service is a must, and transaction speed is equally important.

Plan for the future

Finally, position yourself to flourish when the recession is over — With a solid financial position, and newly honed skills and a focused product line, survey your customers to learn what needs they have and how you can meet them.

Make sure any expansion is complementary with what you already do and that you can offer everything associated with your new venture under one roof.

Remember, understand what your patrons are currently thinking and how their thinking changes their buying behavior, then adjust your marketing strategy to meet their new needs. That will keep your patrons coming in your doors while the competition is closing theirs.

What do you think of the list? Do you think I missed a key tactic? Share your experience with me at results@bgaccelerators.com. I'll look forward to hearing from you.

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