

Owner's guide to maximizing seasonal sales.



The holiday season is your time to shine! At BMO, we're dedicated to helping businesses make real financial progress. That's why we've put together a guide to help you achieve more throughout the holidays.

Research shows that independent retailers recirculate more than three times as much of their revenues into the local economy as national chains and big boxes do.¹ By boosting holiday sales, Main Street businesses can make the season even more meaningful for the entire community.

Here are five ways to make the holiday shopping season a success:

① Join local traditions

Celebrate the holidays with your community. A host organization like your local Chamber of Commerce can help you team up with other business owners, local leaders and residents. Announce your participation via social media, email and text.

② It's not just about the product

Remember that what you sell is more than a commodity. You're selling an experience, be it trustworthy sales, easy returns or concierge-level service. The full spectrum of what you're selling transcends product and price. It's what larger stores can't match.

③ Make it easy for your customers

Introduce wish lists, gift wrapping services, curbside pickup or direct shipping (for a reasonable fee). You have the ability to serve your customers in a more personal and direct way. Email or call to let your customers know about special deals.

④ Prepare your staff

Make sure employees are well-versed in promotions and special offers. Empower them to make decisions in the best interests of your customers and ensure you have plenty of people to cover busy holiday shifts, especially if you are extending your hours.

⑤ Prepare your storefront

Be it in store or online, clean house in advance of the holidays. Update inventory and ensure promotions are prominently displayed. The vast majority of consumers pre-research their buys online before making a purchase either online or in-store. Do you have a strong online presence? Consider optimizing your brand online, as well as your online purchasing experience.

The holiday season is about addressing a need, and creating a repeat customer mindset. It's a great opportunity to gain exposure, capitalize on holiday spending and foster a sense of community.



¹ <https://www.independentwestand.org/new-study-shows-one-way-that-locals-crush-amazon>