

Your Store's Holiday Marketing

CHECKLIST

- Remerchandise your front room with Shopkeeper
 - Get expired layaways, buys or loans back on the floor or online
- Check pricing with Bravo price estimator, especially on high-demand firearms, sporting goods, luxury items and electronics
- Clean and decorate your front windows and your glass displays
- Set the mood in the store with seasonal décor, music and smells
- Get your employees ready
 - Review customer service practices
 - Update store security protocols
 - Share employee commission plans
- Decorate your store-branded site
 - New product photos
 - Updated ads & banners
- Advertise your promotions
 - Offer a new service! Now is a great time to add Product Protection Plans or Trades to your inventory mix
 - Offer a soft touch, such as free holiday cards and giftwrapping
- Security
 - Review your security systems and ensure they're up-to-date

