



# Does your Business Need a Detox? Try this Three-Day 'Retail Reset'

By Amanda Stevens

If you've ever done a detox, you'd know that it's a great way to reset your body, rid your system of nasty toxins, kick start some positive habits and discover a renewed, healthy energy.

A retail business is no different. When the health of our business suffers, our systems get sluggish, our customer experience lacks energy and there's a noticeable fatigue in our sales and marketing efforts.

Time for a retail detox! Sweep out the harmful habits and get your business fit and healthy for growth and supercharged momentum.

Here's a plan for a mini 'retail reset' – a three day detox that will revitalise, re-energise and recharge your business.

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## Day One: Detoxing your Environment

In any retail business, the space says a lot about where the business is at. The dustier and more stale the stock displays, the more depressing the figures.

Even if you have a regular and consistent in-store retailing program, there's always a benefit in looking at your store with fresh eyes.

Spend a few hours after hours spring cleaning and re-arranging your stock. Think about how you could re-bundle products by colour or re-imagine some of your displays so they tell a story. Sometimes a customer can look at the same stock a second time in a different display and think it's a new arrival.

Even better, involve some of your customers in the process. Walk through your store with a customer and ask them what they see and how things could be improved.

Part of the detox might involve sprucing up the aesthetics of your store. Sometimes the little things make a big difference. Could you paint a wall, recover a point of sale desk, hang some plants from the ceiling, or redesign a window display. Your customers will notice a reinjection of energy into the store.

## Day Two: Detoxing your Systems

**A tip: the remainder of the detox is best done off site – preferably in a new or neutral environment. Why not take off to a beach house, hinterland retreat or island resort for a long weekend? You're essentially having a business planning retreat so it should be a tax deduction!**

Depending on how long you've been in business, you could still be using systems that no longer serve you or give you the best results, or you could have a lot of manual and time-consuming processes that could now be automated.

It's time to analyse all your systems and determine what should stay, what could be refined and what could be replaced with better or new technologies.

Start with an analysis of all your programs or applications. Of course your main system will be your point of sale (POS) software. If you've been using this for a while it might be time to review other possibilities. You don't want to be switching providers for the sake of it, but it's worth understanding your options. You may find that there is a more modern, pay-as-you-go POS software that's better suited to your needs and provides an all-in-one solution for marketing, stock control and accounting. It's time to remove any double handling and ensure all parts of your business are connected and digitalised. This will save you time provide you more accurate and up-to-date reporting.

Your systems review should also include an analysis and tidy-up of your staffing and management procedures. Do you have documented procedures for hiring and managing staff? It might be time to refresh your policies and procedures and make them available for your staff digitally using a file sharing platform such as Google Drive or Google Sites. Is it time to implement some new staff training? Perhaps you could plan a 12-week staff training refresher course that includes product training, customer service and in-store procedures. Many retailers don't fully utilise their staff's downtime for merchandising, database maintenance and customer follow-up. Put a list of 'in-between jobs' that staff can be doing when they're not serving customers.

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Part of your 'digital detox' should be ensuring that you migrate all your files and digital documents to the Cloud. This is to ensure you are completely protected from a system crash or file corruption.

## **Day Three: Detoxing your Marketing**

Your mini 'retail reset' should also include a review of your marketing activities. It's time for a clean sweep of your stagnant sales and marketing approach and to put in place a healthy 90-day promotional plan.

Start with your existing customer base. How current is it? When was the last time you communicated with your customers?

If you don't have any customer data, it's time to start collecting it! You can do this simply by implementing a customer VIP program or club, giving you a reason to collect a database. Make sure you have clear membership benefits so your customers have a reason to join. It could be as simple as exclusive member discounts, invitations to member only VIP events and an annual birthday gift card.

Now for your 90-day promotional plan. Depending on the time of year, consider a seasonal based promotion or a series of monthly promotions. This will depend on your business type, size and customer base.

Here are some thought starters on how you could structure your in-store promotions:

**Gift With Purchase (GWP)** – this is a great option to help nudge your averaged dollar sale up. For example, if your average dollar sale currently sits at \$22-\$23, you might have a GWP reward for customers who spend \$25 or more. This encouragement to spend a little more can make a big difference to your turnover over time. The key to this strategy working is ensuring the reward (or gift) is an item that is high perceived value but low real cost to you. It might be an item you have manufactured in bulk or a promotional item from a supplier.

**Multiple Purchase Incentive** – To encourage your customers to purchase multiple items you might offer a discount on the second or third item. This is a much more sustainable way to discount, as you're increasing your average sale amount rather than offering an across-the-board discount.

**Prize Draw Promotion** – Running a prize draw promotion where customers go in the running to win a major prize can be a great way to create some retail theatre in store and get your staff involved in the excitement. For example, you might offer a major prize of a beach holiday, with all customers who spend a certain amount receiving an entry. This type of promotion gives you an opportunity to create an in-store theme and even get your staff into 'character' with how they're dressed. Have some fun with it and watch your customers respond!

Whichever promotional structure you choose, make sure you integrate the campaign message across in-store, your database (in the form of an email or bulk SMS message) and your social media platforms.

By taking the time to clean sweep your business from the inside out, you'll feel refreshed, recharged and revitalised. Your business will sparkle again and your staff will have a renewed energy and spring in their step. And of course, like any detox, it's probably something you need to do every six months or so.