

EXPERT OPINION



How To Make Your Registers Ring

[Try These Tips to Steer Customers to Your Store Now](#)

The holiday season is upon us, and retailers are already fretting that high unemployment and tight budgets may keep customers away in droves. "It's a rough year," admits retail

expert Laurel Tielis. "Larger businesses like Wal-Mart are doing well, but you don't hear about how the independents are doing. The problem is, people think they have to worry about their money, and they're getting all these ads with Black Friday deals flashing in their faces, so they're heading to big box stores. Independents don't have those ad budgets, unfortunately."

But that doesn't mean independents can't stand out in the crowd. "Independents have to be more available to their customers and make the experience of shopping more fun than it is at the mall," Tielis tells WSAToday.com. "Why not put out a bowl of penny candy? It's a great thing that people can pick up and pop in their mouths, and it cheers them up. It just makes your store feel more homey and their shopping experience more enjoyable. Definitely consider putting out coffee or hot chocolate, too. I'm a big believer in serving hot beverages, and that's true all year round. Give customers bottles of water, and they can just grab them and go. A hot beverage forces them to take their time and look around the store. And during the holidays, what can be more inviting or homier than cocoa or hot cider?"

[▶ PRINT THIS ARTICLE](#)

[▶ E-MAIL THIS ARTICLE](#)

MORE ARTICLES IN Expert Opinion:

The Secret To Getting Customers Into Your Store

The right display can move even challenging product

The Newest Risk To Your Inventory Mix

Cutting back on inventory isn't the fix it seems to...

All She'll Want Next Summer

Traditional styles will get a fresh, new attitude

Growing Your Footwear Business Now

Expert says there are countless opportunities for smart store owners

Why Color Is The Catalyst

The right hue can make the sale

The Business Changes You Must Make Now

WSA
THE MOST COMPREHENSIVE
VIEW OF FOOTWEAR
AUGUST
9.10.11 2010
THE VENETIAN & SANDS EXPO
LAS VEGAS, NEVADA
[CLICK HERE TO REGISTER](#)

WSA

the **TOOL** of WSA

children's **club**

AUGUST
9.10.11 2010
THE VENETIAN & SANDS EXPO, LAS VEGAS

[CLICK HERE TO REGISTER](#)

Want to create an even more festive mood? "The holidays are a great time to offer wine, or if you have a men's store, beer," Tielis adds. "Men will stay longer if there's beer available, and you accomplish your goal of getting them in and keeping them in your store long enough to buy something."

Another way to get the word out about your store is by taking your store to the public. "Create a relationship with a restaurant that serves brunch or an active seniors' residence, and bring some of your merchandise to them. Even if they don't buy, it lets them know what kind of merchandise you have, and it gives you a chance to tell them about the other fun products you have back at the store."

Also consider fun, themed events you can hold in your store. "You could have a Mommy and Me event were Mommy gets a free make-up application and there's facepainting for the kids."

Many retailers are likely worried that, with tighter inventories, they may not have enough exciting new product to entice customers. Luckily, it's as easy as looking around your neighborhood to solve that problem. "Consider a neighborhood block party with other merchants. It allows you to pool your resources and sends a message that you're part of the community."

Speaking of community, consider making a connection to local charities. "Here in San Francisco, for every canned food item you bring in to certain stores, you get 1 percent off your purchase. It's a fun way of getting people involved, letting them feel they're both giving and getting something and you're saying you're a good neighbor, too. It's also a more subtle way of offering customers a discount instead of shouting it."

Tielis proposes all of these ideas and more in her new book, ["Ka-Ching: How to Ring Up More Sales"](#), available now. "I cover how to merge new and old media, because right now it's very confusing for people. Retailers are asking, do I need a publicist? Do I need



Footwear and accessories independents must lead the charge for change

The Must-Have Color Trends For Fall 2010

Technology and the economy will shape upcoming palettes

Get Into Position

Retailers who position themselves to grow will be in "a..."

AAFA Answers Your Questions About Prop 65

Not educating yourself could cost you \$125,000 or more

Keeping Money On Your Mind

Having this tool will stop overbuying now

Market To Your Niche The Smart Way

Expert says old marketing no longer works

How To Make Your Registers Ring

A few simple steps can help you compete this holiday...

Why Your Store Needs Web 2.0

Social media isn't just for reconnecting with old friends

Getting Greener, Step By Step

Even in down times, customers gravitate to green

Shades Of Green

Jones says "there's room for everyone" to go eco

advertising? This is a friendly, small book people can read in the middle of the holiday season and take advantage of right now.”



»All Expert Opinion articles

»More Expert Opinion Articles

SPONSORED LINKS

The WSA Show™

The global footwear and accessories marketplace.

wsashow.com

The Collections at WSA™

Luxury and designer showcase at The WSA Show.

thecollectionsatwsa.com

Materials at WSA™

Sourcing and Design Developers to Footwear Suppliers.

materialsatwsa.com

[HOME](#)

[PRODUCTS & TRENDS](#)

[NEWS](#)

[EXPERT OPINION](#)

[CALENDAR](#)

[SEARCH](#)

[About WSA Today](#)

[Join Mailing List](#)

[Contact Us](#)

[Privacy Policy](#)

[Terms and Conditions](#)

[Advertising Information](#)

[Site Map](#)

© 2006 WSA TODAY. All Rights Reserved.