



KATHERINE DANIELS  
YOUR PARTNER FOR BETTER BUSINESS  
hello@kdconsult.com  
kdconsult.com

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### **Happy Fourth Quarter, People!**

It's the time for season changes, sales ringing, and customer flocking. Right? I bet you thought I would say something about Pumpkin Spice, but the only spice worth mentioning to my retail friends is the spice of the sales life that comes with this time of the year.

You know, gift-giving, last-minute shopping, sales demanding, customers wailing kind of life.

I started in retail and can appreciate the patience and understanding required from staff and front-line retail workers. However, if it were up to me, I'd require every person to take a retail course with required hands-on experience to truly appreciate what it takes to survive, much less thrive in the industry. Like marriage counseling, it should be a must-do before you go through it. Am I right??

Back to my point to ponder. It's now or never time to get your promotions lined up, inventory stocked, and employees trained to be prepared and ready to fight, I mean to serve, the masses.

Yes, folks, I declare it will be masses, ready to re-engage in-person to poke, prod, and purchase from our local shops. Online might be part of their plans, but the public wants more in-person experience since they were denied much last year. I mean, you can't smell candles on Amazon, touch 2-ply cashmere, or feel the flurry of sale-grabbing mania.

So, get to cracking and get your fleet ready to serve and sell.

XOXO - 'tis the season to be grateful!

Your partner for better,

*Katherine*

#### SIMPLE TIPS FOR BETTER CUSTOMER ENGAGEMENT

1. Offer special discounts to loyal customers.
2. Personalize Emails to Your Customers
3. Offer gift certificates.
4. Cross-sell!
5. Offer free shipping or special deliveries.
6. Send cards or gifts to current and past clients.
7. Update all online branding to reflect current hours, promotions, address, events.
8. Keep social active & interesting.
9. Collaborate with other local shops.
10. Check in with your team regularly. they are customers too!

*P.S. - In the spirit of the holidays, I've created a SALE FOR THE SEASON to help with your marketing. Get me to manage your basic marketing or consult so you don't have to do it alone! Starting November 2021 ends January 2022. No long-term commitment, minimum 4 consecutive weeks, then week-to-week. Limited spots, limited time.*

Marketing Management - \$250 per week | Call or Text 501.506.2100