

Biz-Insider



NEWSLETTER

FEBRUARY, 2013

CONTENTS

Insider Introduction.....	1
Building Sales in the Retail Business.....	2
6 Tips for Staying Supercharged.....	3
Social Media.....	4
Quotables.....	4
Contact the Team.....	4

INSIDER INTRODUCTION

Welcome to 2013...

I hope you all had a great break and time to recharge your batteries for the coming year. The latest retail results show just how tough it is in the current environment. The positive side is unemployment is not growing. We hope you enjoy our retail articles this month.

The article on CFO's getting operational means you always have to keep topping up your skills base to stay ahead of the game.

I hope your dreams and visions for 2013 are realised early in the year, and that your business has every success.

To put a lighter start on the year – here is a riddle – what is the longest word you can type on the right hand side of the keyboard? Check the newsletter for the answer...

Teresa Hooper
Partner



OUR PARTNERS

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BUILDING SALES IN THE RETAIL BUSINESS

Building Sales in the Retail Business

Sometimes we get so engrossed in simply operating our business - with all its daily challenges, that we forget that the key reason we are in business is to make profit. The most obvious way to make more profit is to sell more. Boosting the amount of sales that you generate may seem difficult, but if you can do it while managing 'costs of additional sales' guidelines, then it will make a significant difference to the profitability of the business. You can build up the volume of sales that you have in several ways for example by developing deeper more collaborative and productive relationships with your customers and with related facilities, you can increase the potential for repeat sales and improve the bottom line for your business.

Here's 6 steps to help improve sales:

Step 1

Train your employees to provide customer service first and to focus on making your customers happy. If you can decrease the amount of time that your customers are waiting and make sure that your staff are always friendly and accommodating, it can make customers want to come back to you again and again.

Step 2

Automate some of the processes of the business. This could be machinery driven or you can also get hardware and software packages that will help you track inventory and sales more effectively. If you can automate any of these processes, you can free up time for your employees to focus on the customer and be more efficient as a business overall.



Step 3

Develop relationships with facilities and senior managers, principal's practitioners and business owners in the area. Word of mouth referrals are very powerful and if the relationship is developed then the referral will follow. It's also fair to say that a referred customer usually is more loyal as he or she is predisposed towards a positive experience. When this positive experience happens, everything should be done to encourage loyalty.

Step 4

With rising costs of living people are constantly looking for any means possible to lower their costs. Measure the effectiveness of sales promotions and the organisation of products on shelves and floor-space layout. Maximise the opportunity of fast moving promotions and related complimentary goods.

Step 5

Consider social media for promoting and listing sales items. The more people that know about the business the better.

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Step6

Consider shop docket and other coupon options to help generate interest.

Remember the customer is king and we all need more of them! JR.spacelink and JR.bizlink include tools to help with the above. Please contact us on (07) 3222 8400 for more information.

6 TIPS FOR STAYING SUPERCHARGED

A recent [entrepreneur article](#) offered 6 tips on how to stay supercharged.

Hoping to finish the year big? Now is clearly not the time to let your energy level slip. Even if your passion for work is no longer enough to drive you, you can't afford to disengage even for a second. Sustained energy and razor sharp focus come from within, not from a caffeinated beverage or other external stimulants.

Here are six ways to help you develop a core base of energy:

1. Get a good night's sleep. I hear about people who sleep only four hours a night, but I don't recommend it...

2. Write down your goals twice a day. Make a list of your goals when you wake up in the morning and again before you go to bed...

3. Exercise daily. A regular physical workout will energize you and give you a sense of direction, control and power. ..

4. Dress for success. Dressing sharp will change the way you view yourself and the way others view you. ...

5. Surround yourself with supportive people. You might join organizations or clubs where you are all doing something you're excited about. ...

6. Create a "no negativity" policy at home and work. Aim for "no negativity" as an operating policy because that kind of thinking does nothing to energize people and motivate them to find solutions. ...



Read the full [entrepreneur article](#)

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SOCIAL MEDIA

Take a look at JR.bizlink's social media activity and sign up for alerts:



QUOTABLES



"We keep moving forward, opening new doors, and doing things, because we're curious - and curiosity keeps leading to new paths..."

WALT DISNEY

RIDDLE ANSWER : LOLLIPOP

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