

Any month can be slow in your shop. . . it's what you do with this extra time

Slow Month

to get ready for the busy season that can make all the difference in your business!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	PEN a few thank-you notes to your best customers and consignors. Use quality stationery and a good pen, and double-check spelling. Building good will and a wonderful reputation is that easy.	1 DO THEY KNOW how to become suppliers? If you don't have signage and handouts telling your public how to consign/ sell/ donate, do it now. See Chapter 4 in the Manual.	2 CHECK that your fire extinguisher are fully-charged. Do all staffers know how to operate them? If you are in a tornado- or hurricane-prone area, do you have a plan to deal with such emergencies?	3 DO YOUR DRESSING ROOMS need painting? Do one a day, wrapping the paintbrush/ roller/ tray in plastic to keep moist for the next day. Pretty soon, voilà! Fresh dressing rooms!	4 START a want list if you don't already have one. A simple 3 x 5" card per request does it. If you already have a want list, check it out, and clean it out.	5 HOLD A SHORT STAFF MEETING before or after store hours. Bring everyone up-to-date on business and any changes you have made recently.
7	PEN a few thank-you notes to your best customers and consignors again. Make an extra \$2 a week so that you can have your shop listed at www.HowToConsign.com	8 DUST! Dust everything that will stand still for it. Include your fluorescent light bulbs. You'll be amazed at the increase in lighting, without an increase in your electric bill!	9 VISIT your competition. Say hello and see what's happening "over there." What can you do better than they do?	10 WHERE'S WHAT? Do your customers understand how your shop is arranged? Directional signage can increase sales. Add a motivator such as "Corduroys/ For these crisp days we're having"	11 CLEAN OUT AND REARRANGE the showcases. It's amazing what will start to sell when you move things around.	12 STAGE A FIRE DRILL. Does everyone know who to contact, what to do?
14	WRITE your ads for the busy months. Having a message ready will be a life-saver when busy times hit again.	15 HOW LONG HAS IT BEEN since you had employee evaluations, or at least a private conversation with staffers?	16 HOW'S your signage? Replace tired and tattered messages with fresh versions. Make sure the communication is polite!	17 TAKE THE DAY OFF from tasks. You deserve a rest. 	18 ARE YOUR WINDOW displays attractive and clean? Need display ideas? There's 77 <i>Suggestions for Super Windows in Windows That Sell!</i> From TGtbT.com	19 SPEND THE DAY out on the sales floor. Let everything else go, but talk to your customers. You might learn a few things.
21	PEN a few thank-you notes to your best customers and consignors again.	22 WAX YOUR RODS. Ball up wax paper and polish chrome clothing rods. Less hanger dirt, no squeaks... heaven!	23 WHATEVER HAPPENED to good old what's-her-name, your best customer last year? Call her and invite her in to visit again.	24 INVESTIGATE whether you are getting the best credit-card rates possible. A few hours on the phone could save you big bucks over the course of the coming year.	25 GET CREATIVE. If you have a slow-moving category, how can you increase its appeal? Some ideas: move its location, change the signage, display in unique and interesting ways.	26 PREPARE your next direct mail campaign, whether it's a simple postcard or a 4-page newsletter.
28	PEN a few thank-you notes to your best customers and consignors again.	29 CHECK YOUR SUPPLIES. You're getting ready for business to pick up.	30 GET YOUR REMAINING ducks in a row for the best busy season ever... it will be here before you know it!	31		COURTESY of Too Good to be Threw Products for the Professional Resaler, publishers of Too Good to be Threw The Complete Operations Manual for Resale & Consignment Shops www.tgibt.com