

December 1, 2020

## **Be Prepared for the Holiday Season**

With everchanging rules, regulations, and “chicken-little” prognostications constantly affecting our attempts at success, it becomes ever more important for us to use our determination and focus to overcome the roadblocks we encounter. The “rule-makers” may attempt to control our commercial operations but there are two things they cannot control - our attitude and our effort. Do not let the naysayers and negative political winds be your guide. As independent businesspeople, adversity and hard times are not an occasional problem but often the norm. You weathered much to become successful, and you can certainly weather the present dark clouds.

If you are located in one of the major cities where businesses are under attack from shutdowns, make it a priority to email your customer base to let them know that you are there to serve their needs and that you have a variety of means to accommodate them such as: private appointments, parking lot and/or home delivery, and even postal delivery. Brush up on your social media offerings - because most of the public are wary of what to expect these days and therefore online shopping is going through the roof. Even if you are not set up to take orders online, a good online presentation of your inventory (particularly the quality pieces) that is available for private inspection can lead to increased sales. At present, our clients are seeing steady, if not growing, sales of higher priced quality merchandise. As we stated in a previous newsletter, during these difficult times you will suffer from less walk-in impulse traffic - but the sales you make will be made for a purpose constituting higher retail numbers.

From an operational standpoint, take a few moments to sit down and put together some guidelines as to how you may have to adjust business operations should an emergency arise. For example, if an employee is infected with the Covid virus how will you respond? Do you know where the closest quick test centers are to have the rest of the staff tested? Do you have in place additional cleaning procedures to effectuate should this arise? Have you arranged for back-up help as replacements should they be needed? The point is to have a plan in place to minimize the effects of such a potential problem, particularly at this time of year.

Even though these are tough times, turn them into an opportunity to step up for your customers. No matter what is thrown your way, be creative in finding and nurturing ways to still provide your customers with quality service and offerings. You have worked hard to establish your reputation and client

base - now comes the chance to show your customers what quality service is all about. Not only will you impress them, but you will very likely attract many new customers.

We at PRIME specialize in assisting retailers in finding the path to achieving their goals and overall success in their business. We invite you to visit our website, [www.NVPrimeConsulting.com](http://www.NVPrimeConsulting.com), for an overall view of the services we provide. If you have questions as to how we may be able to assist you, please do not hesitate to call - 888-849-4978. Of course, all communications and information are strictly confidential.

Sincerely,

**The PRIME Team** – *Jim, Jeannie & Warren*

-----Professional Resources & Inventory Management Experts-----

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