

June 5, 2020

Restrictions are slowly being lifted and we are finally able to get back to business. We have undertaken all the necessities to weather the storm, such as reviewing and cleaning inventory, staying in touch with customers, deep cleaning and rearranging the showroom, etc. All that you have undertaken to stay busy and focused during these slow times have served their purpose but may have slowly squelched the most important aspect of your business mindset – Enthusiasm!

Now, more than ever, is the time to take advantage of the potential that awaits. Before you scoff at this statement as being mere puffery, there are a couple of major factors to take into consideration: (1) Consumer spending has dropped significantly during the past two months and household incomes and personal savings have posted record increases, and (2) in our consumer-centric society the buying public has been locked away, prevented from undertaking any form of regular shopping, with a growing itch that needs to be scratched. If anything, the public has been scared into buying only grocery staples by the doom and gloom media.

Initially upon re-opening, the number of sales may be a little slower than desired. The low-priced buyer may be a little more reticent in spending at first, but eventually they will. (Numerous studies show that even in the worst of times, people still like to treat themselves.) The better, or high-end customer, who has not been affected by the shut-down, will relish the opportunity to begin normal shopping once again. But in both instances, we have a populace that has money in the bank - and it is your job to greet them with open arms.

Keep in mind that you and your staff, just like the buying public, has been subject to two months of doom and gloom, and it is time to break this mental cycle. No matter what your plans entail for re-opening, couch all that you do with enthusiasm. This will not only benefit you and your sales team but provide a wonderful experience for your customers as well.

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, 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*

