

# Savvy Selling Strategies

## ***Sell the Sizzle***

Make your customer feel a sense of travel adventure when he enters your store. Do you have music from around the world playing? Do you have destination posters up? An airline seat to sit in? Do you have employees who love to travel and can share their own experiences with customers?

## ***Executing the Sizzle***

Change out your window displays and areas near the front door frequently. Have a contest with your employees on who can come up with great seasonal display ideas—tons of ideas at dollar stores, online, garage sales and flea markets. Make sure your employees are enthusiastic supporters. Send out “spies” to other stores--large and small-- (let them go on company time when it's not busy --and give a spiff to whomever comes back with a great new idea for your store. Have them take pictures with their camera phone or give them a small digital camera.

## ***Make It Easy and Pleasurable***

Are you in an area with young families? Set aside a small area with two kid-sized chairs, a little rug, books and some kids luggage to play with. And don't forget the spouse that just wants to sit down while the other shops. You can fit in a comfortable chair against a wall or corner somewhere. The more time someone spends in your store the more likely they'll purchase. Go to your warehouse store and get small water bottles you can offer your customers.

## ***Focus On Events***

Hold a packing seminar, cruise seminar or partner with a local travel agency. Have a customer appreciation evening and bring in wine, coffee and cookies and offer store discounts. Partner with a chocolate store for Valentines Day and give out free samples and discounts on anything red in the store. Do funny postcards, ads or website specials advertising the event.

## ***Don't Compete On Price***

You have so much more to offer. Do you emphasize all the services you offer-monogramming, luggage and briefcase repair, gift wrapping? And the fact you have everything for international traveling—not just products but expert advice and recommendations?