



# retail recovery TOOLKIT

## 10 things you can do NOW to get your business ready for “Re-Opening Day”

- 1** Review your HOT inventory—check your stock for items that are high demand, easy re-order and good margins. Make sure you have a good supply. Call your vendors and start or enhance your relationship. Keep them apprised of how your business is doing and when you will need to receive shipments again.
- 2** Clean out old inventory. Separate products that are shop worn, aged out, slow sellers, those that need to be discounted. Have a super sale of these items on your website. Even if you don't have e-commerce (although this is the time to create one!), you can post photos and prices and take payment over the phone. Tease customers via your social media platforms.
- 3** Clean and organize your stock room.
- 4** Clean and audit your selling floor. How will you lay out fixtures/tables to accommodate new social distancing? Place tape on the floor wherever there may be waiting lines.
- 5** Place your orders for protective face masks, gloves, hand sanitizer, and checkout shields.
- 6** Start thinking about professionally printed signs that you'll need to post on your sidewalk, in your window, and throughout your store, informing customers of your policies and safety protocols.
- 7** Create colorful, upbeat window displays.
- 8** Post at least three times/week on Facebook, Instagram or other social media outlets. Connect with key customers by email, phone calls or hand written notes.
- 9** Hold a charitable event. Donate items, meals to first responders and others in need.
- 10** Start making plans for your grand re-opening!



Want to talk to a veteran retailer about inventory issues, supply lines, and employee training? Suzanne Rafenstein can help you with all of these items plus any issues specific to your business. She will help you navigate through this COVID chaos and help you define your business in the new norm. Included with her services is a comprehensive report with many more helpful tips. **Contact us today!**

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