

# 15 STRATEGIES TO BREAK SALES RECORDS

During the Holiday Season

LET'S GO



By:  
The Friedman Group

The holiday season isn't just a time of celebration for your customers; it's a prime opportunity for you to reach your goals. As lights turn on and stores fill with shoppers, each interaction becomes a key moment to transform browsers into buyers. In this competitive environment, your team needs more than just stocked shelves...

They need proven tactics to exceed expectations and create unforgettable experiences.





**These 15 strategies, developed by The Friedman Group,** are crafted to help store managers and leaders maximize the potential of every customer who walks through the door.

From training your team to identify customer needs to leveraging real-time feedback, these techniques will not only increase revenue but also strengthen your bond with customers, ensuring this holiday season is memorable and prosperous for your business.



# 01. Train Your Team to Capitalize on Shopper Traffic

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## Strategy:

Equip your team to deliver personalized attention and detect each customer's needs during peak season.



## How to implement:

- ❖ Organize mini-training sessions before the store opens each day, focusing on upselling and suggestions aligned with the promotion calendar.
- ❖ Teach quick techniques to identify whether customers are shopping for themselves or others.

Here's a few ways to get started...

## Ask Open-ended Questions Naturally:

Your staff can use open-ended questions to learn about a customer's needs without pressure and revealing whether they're shopping for themselves or others.

### Example:

**"Are you looking for something as a gift?"**

If the customer says yes, your staff can ask for more details about who it's for, making better suggestions.

If the customer says it's for themselves, your staff can focus on exploring the best-selling, promotional, or new products they might like.

## Observe Product Browsing Behaviors:



- ❖ Customers shopping for gifts often spend time comparing options, checking tags, and evaluating details (like sizes, colors, prices) to meet someone else's needs.
- ❖ Conversely, customers shopping for themselves may test products, seeing how they look or feel.



## Use Phrases that Encourage Customers to Share Details:

An easy technique is to invite customers to share more about their purchase, offering help as needed.

### Example:

“If you’re looking for a gift, we have some great options.”

This phrase is designed to allow the customer to confirm if it’s for someone else or themselves.

❖ If it’s a gift, your staff can ask:

“For someone special? Let me show you a few top picks.”

If it’s for themselves, your staff can say,

❖ “Perfect! Let me show you some of our latest arrivals.”





## 02. Create Local Micro-Campaigns

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### Strategy:

Assess store performance to integrate localized strategies for specific customers.

### How to implement:

- ❄️ Analyze which products need to move in the store and create promotions centered around those items.
- ❄️ Set up short, surprise promotions announced only in-store to drive traffic.



### 03. Offer Unique Shopping Experiences

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#### Strategy:

Organize special events in select stores that go beyond just sales, creating memorable experiences.



#### How to implement:

- ❖ Set up holiday-themed activities like "Shopping Happy Hour" with flash discounts or themed experiences like "Shopping with Live Music."
- ❖ Collaborate with local musicians or artists to perform in-store, especially during weekends or extended hours.
- ❖ Propose mini-workshops in partnership with vendors or brands (such as product demos, cooking workshops where applicable, gift-wrapping sessions, holiday decor tutorials, etc.).





## 04. Monitor Offers and Adjust on the Fly

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### Strategy:

Track promotion impact and make adjustments if an offer isn't performing.

### How to implement:

- ✦ Review sales for each promotion and analyze which are performing best.
- ✦ If a promotion isn't delivering the desired impact, adjust it to make it more appealing.
- ✦ Ensure managers and your staff are familiar with the offers and ask them for feedback on how promotions are working.



## 05. Ensure Smart Stock Rotation

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### Strategy:

Managers should oversee rapid replenishment of best-selling products to ensure the store doesn't run out of stock at key moments.



### How to implement:

- ❄️ Keep a list of high-turnover items and ensure they're always visible and available.
- ❄️ Maintain a constant rotation of featured products from the promotions calendar to prevent stockouts.
- ❄️ Prepare gift kits or bundles to save customers from having to create their own combinations.



## 06. Manage Stockouts by Offering Substitutes with Clear Benefits

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### Strategy:

During the daily meeting, managers should review inventory to identify any sold-out items. If an item can't be restocked immediately, they should select suitable alternatives, emphasize their key benefits, and prepare responses for customers specifically requesting the sold-out product.



### Tips for Implementation:



- ✦ **List Alternative Products:** If a product is out of stock, managers should create a list of substitute items with similar features, quality, or price points, and ensure the team can present these as viable alternatives.
- ✦ **Highlight Extra Benefits:** Whenever possible, choose a substitute with an added advantage (better warranty, additional features, or slightly lower price). This will help the team offer attractive alternatives without the customer feeling they're settling for less.

## Prepare Key Selling Points for Substitutes:

Before opening, give the team a summary of available substitutes and their main benefits. This ensures they're ready to offer convincing alternatives.

### Example:

If a customer requests an out-of-stock phone, your staff might say,

**"This model has the same high-quality camera, plus a slightly larger screen for the same price. And it comes with a special offer on accessories today."**

The team should emphasize benefits directly and clearly:

#### Feature Improvement:

"This one has more storage space."

#### Better Offer:

And today it includes a free gift with purchase!

#### Immediate Availability:

*"We have it in stock, so you can take it home today."*



## Train the Team to Handle Objections:

Managers should prepare your staff for potential customer objections about stockouts. Here are a few key responses:

**Objection:** "I specifically wanted that model."

**Response:** *"I understand; that model was very popular and sold out quickly. However, this alternative has similar performance, the same price, and includes a discount on your next purchase!"*

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**Objection:** "I'd rather wait until it's back in stock."

**Response:** *"It may take some time, but I wouldn't want you to miss out on the perfect gift. This other model has similar features and even saves you a bit today!"*

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**Objection:** "I don't know much about this alternative product."

**Response:** *"Let me show you its benefits. It's from a trusted brand with great reviews. If you like, we can offer a trial period to see if it's a good fit."*



## Create Promotions to Make Substitutes More Attractive:

- ❄ If the substitute isn't as popular, offer a special promotion to make it appealing, such as a small discount, a gift with purchase, or interest-free payment options.



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## Inform Customers about Product Restocking:

If a customer prefers waiting, the team should provide clear information on restocking timelines. Offer to add the customer to a waitlist for updates on availability.

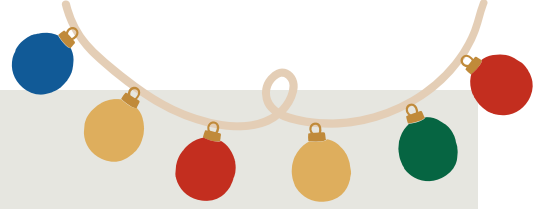
### Example:

*"I understand you'd rather wait, so I'll add you to our list and contact you as soon as it's available. But, I recommend this alternative that offers a great solution right away."*

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## End-of-Day Review Meeting:

- ❄ At the end of each day, review the effectiveness of substitutes and how objections were handled. Adjust strategies based on customer feedback.
- ❄ If a particular substitute wasn't well-received, consider changing the approach or selecting another product for promotion.

## Team Motivation Phrase:

“Today, let's turn every ‘sold out’ situation into an opportunity to offer something even better. Knowing our product benefits well means no customer has to leave empty-handed. The key is in how we present these options.”



## 07. Leverage Real-Time Feedback

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### Strategy:

Implement a mystery shopper strategy or quick surveys to gather real-time feedback on the in-store experience.

### How to implement:

- ❖ Managers can use online or physical quick surveys to gauge customer satisfaction in real-time.
- ❖ Set up a short survey accessible via QR code, or send it to customers who purchased that day via email, offering a 10% discount on their next purchase if they complete the survey.
- ❖ If a customer has a negative experience, resolve it immediately to ensure they leave satisfied.
- ❖ Use feedback to adjust service or address issues right away.



## 08. Create a Daily Incentive Plan for the Team

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### Strategy:

Managers can develop a system of incentives based on daily sales performance.

### How to implement:

- ❖ Monitor sales progress in real-time and adjust targets by shifts or hours.
- ❖ Offer small daily rewards (bonuses, extra breaks, a meal, movie tickets) for top-performing your staff.
- ❖ Motivate the team by creating a leaderboard updated throughout the day, fostering healthy competition and positive energy. Publish results for everyone to see.



## 09. Create a Festive Work Environment for your Staff

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### Strategy:

Keeping the team motivated during this demanding season is key to maximizing sales.



### How to implement:

- ❄ Create a fun work atmosphere with internal games or challenges, like ugly sweater contests or daily celebrations for good work.
- ❄ Offer small daily prizes or raffles among your staff.
- ❄ Provide extra breaks or festive snacks to keep the team energized and motivated.



## 10. Personalize Communication with Frequent Customers

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### Strategy:

Develop a strategy to contact and offer personalized promotions to frequent customers, building a close relationship.

### How to implement:

- ❄️ Make personalized calls or send emails to VIP customers to invite them to exclusive promotions or pre-sale events, with offers starting 24 hours early just for them!
- ❄️ Offer discounts or additional services, like free gift wrapping for frequent customers.
- ❄️ Create wish lists or allow customers to reserve products in advance.



## 11. Organize Quick Meetings to Adjust Strategies

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### Strategy:

Hold brief team meetings at the start or end of the day to review what worked and what could be improved.

### How to implement:

- ❖ Organize quick meetings (10-15 minutes) to analyze daily sales and give feedback to the team.
- ❖ Ask the team for ideas or suggestions to improve strategies in real time.
- ❖ Maintain an open communication environment to spot issues before they escalate.





## 12. Hold Morning Meetings to Ensure Customer Coverage, Especially During Peak Hours

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### Strategy:

Before opening the store each day, the manager should organize a brief meeting to establish a peak-hour service plan.

They must ensure that all customers receive personalized attention and do not feel abandoned at any time, even when the store is full.



## ❄️ Implementation Tips:

### Immediate Greeting for Every Customer:

Set a rule that every customer who enters the store should be greeted immediately by a team member, creating a connection even if they can't be attended to right away.

### Example:

“Hello! Welcome! We'll be right with you. Meanwhile, here are today's promotions.”



### ❄️ Hand Out Flyers with Daily Offers:

- ❄️ Have flyers or cards with daily promotions ready. This keeps customers engaged while they wait and helps them think about other products they may not have considered.

Your staff might say:

“Here's a list of our promotions today;  
we have some great deals!”





## Offer a Drink or Snack:

If possible, set up a small station with drinks or coffee for customers to enjoy while waiting, making their experience positive and wait time more enjoyable.

### Suggested phrase:

“While you wait, please feel free to have a drink at our station. **We want you to feel comfortable here!**”





## Assign a "Host" During Peak Hours

During peak traffic times, designate a team member as the host whose sole job is to greet customers, provide them with the daily information, and make sure they're comfortable while waiting. The host can also help guide customers to areas of the store with more space or fewer people.

The "host" could ask,

"What are you looking for today? While someone becomes available, I can show you any promotions that might interest you."

## Ticket or Queue System

If the store is really crowded, consider using a ticket or queue system where customers can wait for their number to be called. This will give them peace of mind knowing they'll be served in order without having to stand around waiting.

The host might say,

"We'll give you a ticket, and we'll call you as soon as a sales associate is free. In the meantime, feel free to check out today's specials or explore other products."

## Training the Team for Multitasking

Train sales associates to handle multiple customers at once efficiently. While one customer is trying out a product, they can quickly offer recommendations to another or answer general questions, making the most of their time.





## Fast Service with Technology

If the store has mobile devices or tablets, staff can assist customers with checking inventory or answering product questions without them having to go to the main counter. This speeds up the experience and reduces the feeling of waiting.



## Constant Monitoring of Customer Flow

Make it a routine for each team member to continuously observe the flow of customers and waiting times. If they notice someone has been waiting for a while, they should approach to offer a solution or simply apologize for the delay.



## Keep the Team Informed at All Times

During the morning meeting, the manager should ensure that all sales associates are fully aware of the day's promotions and the busiest areas of the store. This way, they can efficiently redirect customers based on their interests and product availability.



### Motivational Quote for the Team:

At the end of the morning meeting, remind your team of the importance of the customer experience:

“Every customer is an opportunity—not just for a sale, but to build a relationship. If we make them feel cared for and comfortable, they’ll come back and recommend us. Let’s make sure no customer leaves today without feeling like they were welcomed and well taken care of.”





## 13. Organize Product Stations by Price Range Near the Entrance



### Strategy:

Make quick shopping easier by organizing tables or stations with products grouped by price range, helping customers find gifts within their budget.

### Implementation Tips:

#### Set Clear Price Sections:

Divide tables or stations by specific price ranges, like:





Gifts from  
\$20 to \$50



Gifts from  
\$50 to \$150



Gifts from  
\$150 to \$300

-  Use large, visible signs on each table to help customers identify the price range they're looking for.
-  Place these stations near the entrance so customers can see them as soon as they arrive and start exploring right away.

✦ Each product should have a clear price tag to avoid confusion. Use large, eye-catching labels that contrast with the products, making the prices easy to spot.

✦ If it's possible, use tags that not only show the price but also highlight any additional benefits (e.g., "50% off," "includes gift wrapping").

## ❄ Organize by Categories Within Price Ranges:

Within each price range, group products by categories such as:



This will help customers more easily find what they're looking for within their budget and let them explore multiple options of the same type of gift.

## ❄ Promote the Stations at the Entrance

✦ Having these stations near the entrance allows the store and your staff to immediately direct customers looking for quick gifts.



Sales associates or the host can say something like, "If you're looking for quick gifts, we have several options organized by price here to make your shopping easier."





## Make It Easy to Buy Multiple Gifts:

- ❄ By displaying products organized by price, encourage customers to take the opportunity to buy multiple gifts at once. Motivate sales associates to suggest purchasing multiple items within the same range or from different ranges to complete their gift list.

Suggested phrase for the team:

“If you need more gifts, we can put together the perfect gift bundle within your budget!”



## Offer Gift Wrapping Options at the Stations:

- ❄ Set up a gift wrapping station near these tables so customers can wrap their purchases right away or receive a voucher for free wrapping. This will reinforce the idea that it's the ideal place to quickly and conveniently get everything they need.



You might also consider offering gift wrap and ribbons for free so customers can take them home and wrap their gifts at their convenience.

## Promote the Stations on Social Media

✦ Before customers arrive at the store, consider promoting the price-based stations on social media or newsletters, highlighting some of the featured products available at each price range. This will allow customers to plan their shopping and motivate them to visit the store.

### Suggested post:

“Looking for gifts under \$300? We’ve got amazing options for every taste—come check them out in-store!.”



### Motivational Quote for the Team:

“Today, we’re going to help our customers find the perfect gift without any hassle. With our price-based stations, we’re not just making shopping faster—we’re also making it more fun and organized! Remember, if we guide them well, we can help them get all their shopping done in one place.”



## 14. Create a Sense of Urgency to Help Customers Finalize Purchases

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### Strategy:

Encourage hesitant customers to decide quickly by offering incentives like additional discounts, gift wrapping, or small extras, clarifying that these are valid only if they purchase that day.

### Implementation Tips:

#### Offer a Limited-Time Promo

Sales associates should communicate that if the customer makes a purchase decision right away, they can access an additional discount or a special offer that won't be available later.

#### Example:



5% or 10% extra discount if you buy today.



Free gift wrapping, but only if you purchase now.



Surprise gift with immediate purchase.



Free delivery if you decide to take it home today.

## ❄️ Highlight the Exclusivity of the Offer

❄️ Sales associates can emphasize that the offer is exclusive and only available that day or at the moment of purchase. This creates a sense that if the customer doesn't take action now, they'll miss out.

### Suggested phrase:

“This discount is exclusive for today! If you decide to buy it now, we can apply an extra 10% off or add free gift wrapping!”

## ❄️ Use the Phrase “Last Items Available” to Create Urgency:

❄️ If the product is in high demand or there are only a few left, use this to build a sense of urgency:

“We only have a few left! If you grab it now, you'll secure your purchase!”



This is especially effective for popular or limited-edition items.

## ❄️ Offer Incentives that Add Value to the Purchase

In addition to discounts, offer extra benefits that add value to the purchase without lowering the product's price.

These might include...





#### Additional accessories:

Double loyalty points for a future purchase.



Double loyalty points for a future purchase.

These extras encourage customers to act quickly and make them feel like they're getting more for their money.



### Apply the "Almost Gone" Technique:



This technique involves showing the customer what they'll lose if they wait or don't close the deal right away.

#### Example:

“f you leave without buying today, this might not be available tomorrow, and the special offer won't be active anymore. You don't want to miss this chance!”

It works particularly well with time-limited promotions or low-stock items.





## Use Phrases that Prompt Immediate Decisions:

- ✦ Train sales associates to use phrases that push for immediate action. These should be short and to the point, emphasizing the benefit of closing the sale now.

### Examples:

“You won’t want to miss this exclusive offer today!”



“If you decide now, I can give you an extra 10% off the final price.”



“This is the last one in this model—now’s your chance to take it home!”



“We can offer you this special gift today, but it won’t be available tomorrow.”



## Train the Team to Spot Indecisive Customers

- ✦ Sales associates should be able to identify customers who are hesitating. Common signs include:
  - ✦ Taking the product and putting it down several times.
  - ✦ Asking a lot about future availability or promotions.
  - ✦ Saying they’ll “think about it” or “look at other options.”
  - ✦ Once spotted, the team should quickly apply a sense of urgency using one of the incentives mentioned above.



## Motivational Quote for the Team:

“Today, we’re going to help our customers make the best decision quickly. Offering them an incentive to close the deal now not only saves them time—it also gives them more value! Remember, an extra discount, a gift, or free wrapping could make all the difference in closing that sale.”



## 15. Attract Last-Minute Shoppers

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### Strategy:

In the days leading up to Christmas (or Black Friday), consider extending store hours and aggressively promoting these hours on social media to capture last-minute shoppers.



Take advantage of the behavior of last-minute buyers by offering conveniences and promotions that encourage quick decisions.



### Tips for implementing the strategy:

#### Extend store hours on key days

- ❖ Keep the store open longer during the last 2-3 days before Christmas or the busiest days of Black Friday.
- ❖ Promote the extended hours to those last-minute shoppers still looking for gifts and deals.
- ❖ Suggested hours: Stay open until 10:00 PM or even midnight on the final days..



## Promote extended hours on social media:

❄️ Post in advance on all social platforms that you'll be open late. Use eye-catching images and phrases to attract procrastinators.

### Example post:

“Still need gifts? Don't worry! We'll be open until midnight on December 23rd so you can finish your list. Come see us!”

Also, use paid ads to target customers who've visited your store or website but haven't purchased yet. Retargeting campaigns are perfect for this.



## Exclusive offers for last-minute shoppers:

Create special promotions available only during the final days or hours to attract those who leave everything until the last minute.

### Examples:



Extra discounts on select items after 8:00 PM.



Surprise gifts with purchases made during the extended hours.



Free gift wrapping for all purchases made during late hours.



Free express shipping if they buy during these hours.

Make sure these promotions are clearly visible in-store and online, so customers feel they're getting exclusive benefits for shopping late.



## Create a relaxed shopping experience:

- ✦ As Christmas approaches, **many shoppers will be stressed and in a hurry**. Make your store a calm, friendly place to shop.
- ✦ Offer small comforts like refreshments or coffee to help **shoppers relax while they browse**. A comfortable atmosphere encourages customers to stay longer and buy more.



## A quick shopping system:

- ✦ Set up a **quick-buy section** for last-minute gifts, featuring popular or discounted products in an easy-to-access spot.
- ✦ Place **mid-priced or impulse items near the checkout** so customers can grab something quickly without browsing the whole store.
- ✦ Offer **“buy online, pick up in-store”** options for those who want to shop online but need a quick pick-up before Christmas.



## Promote easy-to-choose last-minute gifts:

- ✦ Create a special **“Last-Minute Gifts”** section with products that are easy to buy and suitable for a wide range of people (perfumes, makeup, accessories, gadgets, sweets, chocolates). This makes shopping quick and stress-free.
- ✦ Highlight **pre-packaged or ready-to-go gift bundles** for even easier shopping.





## Encourage urgency with time-limited offers:

Use phrases like:

“Last chance!”



“Only available today!”



In-Store signage posts to push shoppers toward quick decisions.

✦ Apply temporary discounts with a clear deadline.

Example:

“Until midnight on December 23rd,  
get any accessory at 30% off.”



## Support with extra staff for a smooth process:

✦ Hire **extra staff** ahead of time to handle peak hours during the final days, so customers don't get frustrated with long waits.

✦ Split your team into **customer service**, **gift wrapping**, and **checkout support** to make the entire shopping process as smooth as possible.

✦ Use **technology like tablets or mobile devices** so staff can help customers make purchases quickly without needing to queue at the main register.

## Don't forget post-purchase service:

- ✦ For those shopping last minute, fast delivery and good post-purchase service are crucial. Offer quick or even same-day delivery for purchases made during those last days, and make sure customers are aware of return or exchange policies.
- ✦ A customer who knows they can easily return or exchange a gift after the holidays is more likely to make a quick purchase without overthinking.



### Motivational phrase for the team:


“Today is our chance to help those last-minute shoppers finish their holiday shopping without stress. Let's offer a fast and friendly experience, with irresistible promotions that leave them happy and with everything they need.”





By implementing these **15 strategies** in your stores, **you'll not only maximize the holiday demand but also create memorable experiences for your customers.** This goes beyond selling; it's about building connections, fostering loyalty, and ensuring customers come back again and again, not just this holiday season but all year long.

**Remember,** stores that prepare in advance, optimize their operations, and provide exceptional service are the ones that truly stand out during the most competitive season of the year.



Are you ready to take the next step and boost your sales to the next level?

**At The Friedman Group,** we're the retail experts, and we're here to support you in every phase of your strategy.

**Let's work together to ensure your business's success.**





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