

## **How businesses increase Sales**

- 1. Sell more to existing customers**
- 2. Find new customers to sell to**

## **Five Ways to Increase Retail Sales**

- 1. Shift Hours from 9-5 to 11-7**
- 2. Make Deliveries**
- 3. E commerce Web Site**
- 4. Changing Displays and Windows**
- 5. New product or New Service**

## **Three Kinds of Retail**

- 1. Convenience- near hubs parking employer, home**
- 2. Comparison – clothes furniture clustering**
- 3. Destination – specialized traffic generator**

**Market is everything, be strategic about who your going after**

**Eliminate barriers**