

10 Summertime Ideas for Retailers

1. Sidewalk Sales

Indie stores nationwide look forward to the days when their stores can gain some extra square footage, thanks to sidewalk sales. Who needs four walls when the sky can be your ceiling?

2. Local Festivals

Customers, friends, friends of friends and more love nothing more than a good summer festival. When there's one in your town, leverage the opportunity to get your store involved. Keep your doors open to accommodate festival hours whenever possible.

3. Lingering Customers

Days are seemingly endless when it's summertime. Embrace this, and let your lingering customers enjoy the sunlight and your store during extended summer hours whenever possible.

4. Colorful Inventory

If your inventory isn't screaming summer through its color choices, make sure your displays and merchandising tactics do. As seasons change, your displays and inventory need to, as well.

5. Water Breaks

The summer delivers heat – like it or not. Slice up lemons and keep ice on hand to always offer your customers a refreshing glass of cold, lemon water. It will be a nice surprise for your guests as they walk through your doors.

6. Sunlight Evenings

Maximize evening sunlight with altered store hours and sunlight evening special events. Embrace the fun your local community offers during the summer, as well, and get involved whenever you can.

7. Summer Hours

Customer often shop differently come Summertime. If it makes sense to change your opening hours, weekend hours or normally closed hours, do it. Don't settle into a routine of "this is this, no matter what" when instead it makes sense to support your seasonal customer.

8. Mainstreet Madness

There's something about summertime that gets otherwise big box folks onto their local Mainstreets. Streets and stores alike welcome new faces from within their own communities– providing a great opportunity to turn barely there customers to more regular shoppers.

9. Summer Spirit

Store employees and local customers alike have a different spirit about how they live come summertime. There tends to be more smiles, less stress and refreshing conversations that begin with "how is your day" – with answers in full bloom and listeners actually caring.

10. Employee Makeovers

Just because Summertime screams fun doesn't mean you can neglect the care and training of your employees. Take this time to enhance what they already know, provide trainings on new inventory or store operations and finally, make them more dedicated to your store than ever before.



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