

# MICADIA MOMENTS

'New approaches to retail success'

November - December 2008



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Ann Reeves Burton

## Here's a Thought

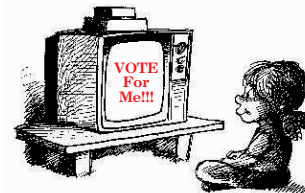
In some places they are called seminars. Perhaps in today's world they should be called "Spirit

Talks." Do you need a pick-me-up? Does the stress of the world make you tired? What about gathering all your employees together, putting on the teapot, and allowing me to come in for an hour or two to remind all of you why you are in the business, and how they can help you survive? I bet someone would even bake a pan of brownies. Ideas and encouragement are meant to be shared, and when they work, business growth is contagious! It's never too late to look for exciting ways to increase your bottom line. The book, *It's All About Retail, Attracting, Building and Keeping Customers*, is meant to be a workbook for you and your employees. As you empower them, they repay you. What could be better all around?

The possibilities are endless. Call to schedule a "Spirit Talk" as soon as you can. You won't be sorry!!

*Ann* 

**Wow!!!** It's almost over. By the end of the first week of November, there will be a new president-elect, and the television will stop screeching at us to vote for or against people and issues, and the character assassination will cease. Hopefully, your customer will run out of excuses, "It's the election, it's the economy, it's even the weather!"



It isn't too late to take the precious time to focus on your business, and concentrate on the Holidays. The Holidays are, for everyone, a time for family, and a time to be together. No matter what your business is, now is the time to remind your loyal customers of your product, your service and your willingness to help them. Your reputation has been built over time, and they will appreciate a reminder as the Holidays approach. (#22)

- ✕ What can you do to bring the customers back, and once back, keep them in the loop?
- ✕ Are you happy to give free gift wrap?
- ✕ Are you glad to see them, are you helpful?
- ✕ Do you recall something about them that will make them realize you have missed them?
- ✕ Do you suggest something that would be a companion purchase?
- ✕ Do you accompany them to the location in your store where they might find the perfect match? (*Ideas 26, 29, &30*)



Is the current economy making you question why you're in the retail business? You're not alone.

If you haven't read "*It's All About Retail and the importance of Attracting, Building & Keeping Customers*," this is the perfect time to do so! This is a book designed for the entrepreneur and the consumer based on over 30 years of retail experience.

For your convenience, order via PayPal or check. Price: \$24.95 + \$5.00 shipping & handling. Two or more for only \$22.95 each +shipping & handling (\$5 each)

For mail orders, please send your check to: Micadia Consulting, 1221 W. Market St, Akron, Ohio 44313

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Your attitude will serve as a reminder to a returning customer how much they have missed coming in, and you have missed them. There is no excuse for poor customer service, not even low prices!

We are caught up in unique times, and it is so very important to remind everyone you see that you are still in the same location and you want their business.

Ask for their support and give them yours. This is a sure way to put a lift in your life, and your business. These times won't last, and it is so important for you and your business to survive. Perhaps it will take a new vision, perhaps it will be smaller; perhaps it will take you down another path, but do not give up on your dream.



Have you ever wondered what a different world this would be if people would magnify their blessings the way they do their troubles.

**Don't let your fears betray your hopes**

Abigail Adams to her husband, John, the 2<sup>nd</sup> president of the United States, pre-revolution Fall 1776

Maybe I Can't Always Do It Alone! 'New approaches to retail success'