



TRACK YOUR PRODUCTIVITY

## THE ULTIMATE RETAIL RESET CHECKLIST

---

### Sales

---

- Remove your holiday social media campaigns** – it's a good time to switch from Christmas to Valentine's Day promotions.
- Review your customer database to identify upcoming celebrations** such as birthdays and anniversaries and contact customers who will be planning to buy gifts.
- Pick up post-holiday sales by offering free shipping or promote a delivery service** for repairs and custom design.
- Send out 'Let's resize that!' promotions** for customers that may need to resize a gift that doesn't fit.
- Increase repair business through text messaging – ask customers to text you pictures of jobs that need to be done** or prongs that need to be retipped.
- Offer new year jewellery cleaning to encourage foot traffic.**
- Send out reminders to have valuations updated.**
- Call customers to collect completed repairs and makes**

### Inventory

---

- Clean and polish stock that has been tried on** through the busy holiday trading period.
- Revamp your visual merchandising.**
- Remove holiday promotions** instore and online.
- Review gold and diamond prices and adjust your pricing accordingly**
- Perform a full stocktake**, identifying bestsellers and bread-and-butter products.
- Create a list of required stock** that needs to be reordered and **set a budget.**
- Research brands that you would like to carry** – this will refocus you towards your business' future.
- Look up the hottest new trends** so that you can review and reimagine your existing stock
- Remove any discontinued or out-of-stock products** on your website.
- Double-check inventory and make sure stock information and number is up-to-date** on the website.

### Operations & Housekeeping

---

- Tighten your cybersecurity! Seek professional advice on how to secure your network and ecommerce platforms to avoid your system being compromised.** Private information and credit card details must always remain on a secure server.
- Review the store's procedural manuals and policies.** See where you need to **cut processes or add more security** in the New Year to ensure you and your staff can run the business most efficiently.

### OPERATIONS & HOUSEKEEPING CONTINUED...

- Thoroughly **sanitise store in accordance with COVID-19 prevention procedures** and **review hygiene and sanitation policies with staff.**
- Review store security** – if closing, enact procedures to deter thieves such as setting lights to turn on intermittently.
- Prepare and conduct a **post-holiday sales staff performance review** and reward those who kicked goals.
- Review last year's budgets and set monthly targets ahead of time.
- Take time to review where you need to reduce overheads and prepare a wishlist of where you want to increase your spend** this year (i.e. new talent, website or marketing)
- Create a list of business goals you want to achieve and draw up a timeline** to help set measurable milestones

### Marketing & Web Presence

---

- Update all relevant information on your website**, expire old marketing campaigns and check for dead links.
- Refresh the Homepage** with new images – New Year, new trends!
- Ensure you are equipped for online customer service** with the right plugins and automated messages.
- Review your online privacy terms and policies** and consider any new regulations. Also **update copyright dates** across all pages.
- Standardise product images and take new photos** to ensure your online showroom or catalogue looks enticing.
- Update your social media accounts with a number of fresh products** to keep up post-holiday momentum
- Create a monthly Best Sellers list** and curate special jewellery for any upcoming promotions
- Plan to gather customer feedback post-holidays.** Set up surveys online, review web traffic monitoring and pick up the phone!
- Collect insights** for next year's ads and **begin making notes on how you will execute your next big holiday campaign**
- Make a monthly marketing calendar and ensure that you have at least one special promotion a month** and plan for milestone dates. Even if it's modest, ensure you are still reaching your regular shoppers and new potential customers.
- Review your pop-ups and update offers** accordingly to grow your mailing list.
- Plan ahead and **make a list of create time-sensitive offers** and take advantage of using QR codes to push promotions.
- Create a content plan:** research topics you want to communicate with your customers and potential new shoppers, and build a content strategy focused on your strongest areas.
- Update product descriptions** and enter as much detail as you can for each item to **optimise it for SEO** – you want to be found on those Google searches!