

Limited-time promotions can quickly become chaotic and result in long lines, an overwhelmed staff and shoppers dropping merchandise where they stand and walking out.

Give them time to buy. They may even come back a second or third time knowing that the promotion is still on and remembering the positive experience they had on their first trip.

### Hire More Elves

**EXPAND YOUR STAFF** in fun and creative ways. Instill the spirit of the season in your employees by providing them with Santa-themed Western hats, reindeer antlers or other seasonal attire, and watch the fun begin.

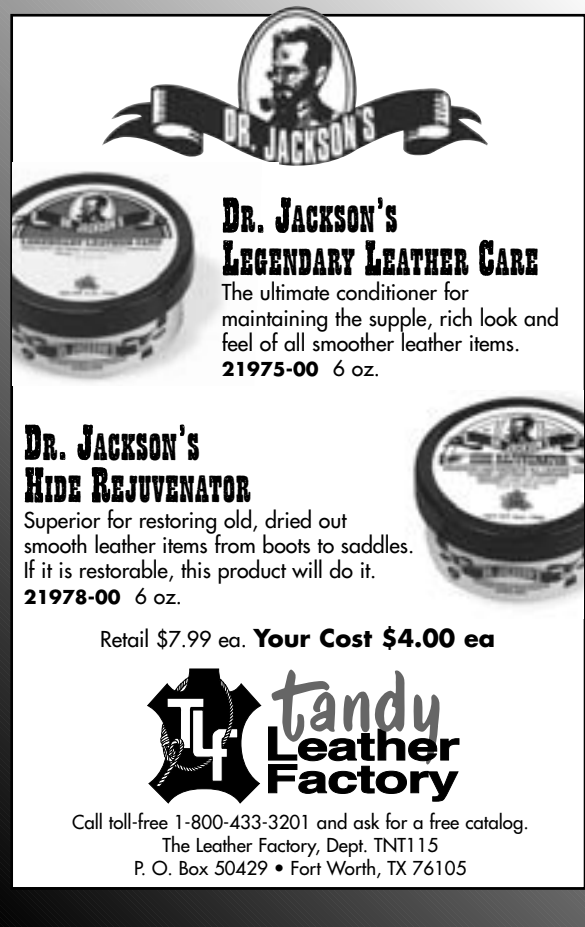
- **Start with a warm welcome.** Add a greeter or two at your entryway to welcome guests and offer assistance. Greeters should also keep checkout areas and aisles free of obstacles. Prepare them to be able to direct customers to hot sale items and other areas of the store. Make sure they know to turn shoppers over to sales personnel for specific answers to questions about merchandise.

- **Keep traffic moving.** Hire baggers and carryouts to help prevent backups at registers. Having a carryout staff is a major service, particularly for someone who purchases a saddle or similar heavy object, and it creates a feeling of goodwill as people are leaving your store. Train them to be polite and respectful, emphasizing the possibility of extra compensation in the form of tips for those who are the most charming.

- **Keep it clean.** No one wants to look at messy displays or not be able to find the items they've come into your store to buy. Extra stock people who roam through the store straightening up and restocking shelves give customers a sense of care and order not found at the local big box. Like greeters, make sure stockers are prepared to direct shoppers to different areas of the store and refer them to sales staff when necessary.

- **Add special services.** Consider hiring people to staff a dedicated area for services such as gift wrapping, shipping assistance and gift card sales. Try to locate the station near checkouts, but not so close that you create a bottleneck for shoppers trying to leave the store. You may want to provide buyers with some extra incentive by offering free gift wrapping services for total purchases over a certain dollar amount. Remember to use equine-themed wrapping paper.


- **Create a festive atmosphere.** Hire some extras specific to the season that will encourage customers



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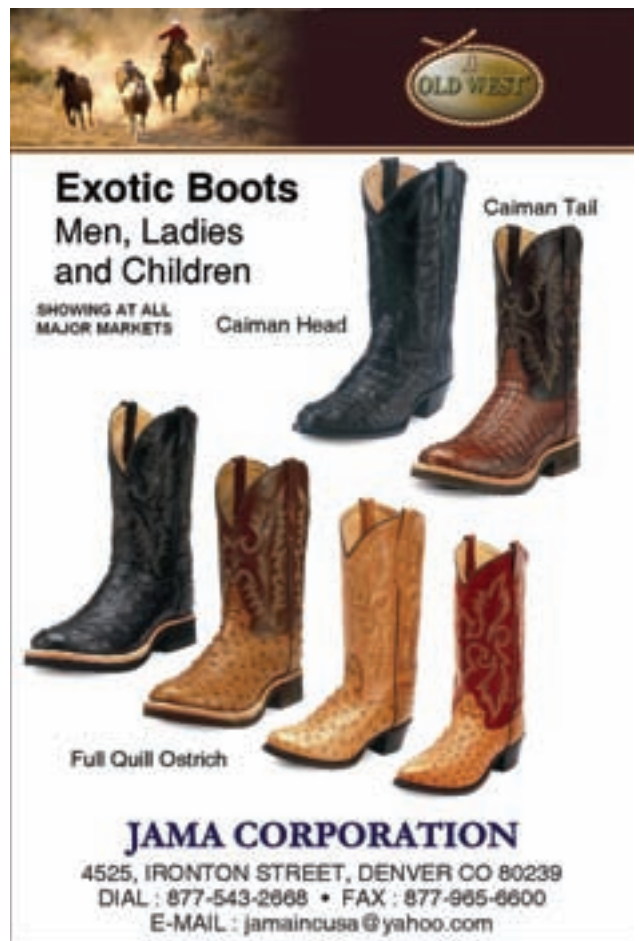
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