

Sales Training - To Improve Sales Performance In the Retail Industry

Transcript of Sales Performance coaching call with David McMahon and Kirsty Mason

D – David McMahon

K – Kirsty Mason

D: Welcome, and thank you for joining today's sales automation coaching call, I'm Dave McMahon from Crocodile Marketing, and today I have Kirsty Mason on the line with me today, and we're going to be looking at sales performance in the retail industry. Now Kirsty are you there on the line with us?

K: Yes I am.

D: Do you want to say hello to everyone who's listening?

K: Hi I'm Kirsty, I'm from Sydney, and I'm just getting some ideas from Dave just about how we can help a small business that I work in with my mum.

D: Fantastic, now look, part of this call is to really dig down into that performance of the sales. Now, for everyone's who listening here today, I just really want to frame this for you, because a lot of people get confused about sales automation and performance. Because when we hear those two words, automation and performance, we automatically think the latest whizz-bang computer or flashy gizmo, or even some of the latest mobile phone technology, which we can use in retail. Well, while these techniques and technologies are really amazing, and can do some amazing, powerful benefits for your business, the fact is that in many ways technology is probably the last thing you want to throw into your business, or into the sales process. Because many times, the manual process is just as effective and in most cases can be more cost effective than trying to computerise or automate every step of your business. Now, for someone who may know me, being an IT guru, in my past life I was IT Director of Australia's third largest phone company AAPT Mobile, you may find it a bit strange that being the big computer geek that I am, here I am I'm telling you that sometimes computers are not the answer. And I think today we're going to find some of that with Kirsty.

So, Kirsty, to really get in to this call, we have 20 minutes in this call, and I want to really make it beneficial for you and your business, so we can start to get some really good results for you now. So I'm not trying to create a big master plan, we just want to get down to and solve some of the core issues, and start generating some additional sales, effectively, now. So, probably, I haven't really met you, I don't really know much about your business until now. So, what I'd like to do is I'd like to start by just spending a few minutes getting a little bit of a background on where you, you know, what is business and how does it sort of work. So...

K: Ok

D: So probably I'll pass it over to you and get a little bit about where you're located, what is the nature of the business, and we'll go from there.

K: Ok, we're a small gift shop in a local shopping centre in Sydney, and we've been established for over 10 years. We've had a couple of new, this would be now, local shopping centres, in that time. And we're up to a store that is on the main street now, we were in arcades before. We're just finding that when people who are coming to our shop, they love it, but we're just finding it difficult to get them in the shop in the first place. Being that we've got a very large shopping centre about 15 minutes from here, a large Westfield, so a lot of the time I guess people are going there. We're one of only a few gift shops left in this area that actually sell gifts for babies, adults gifts mostly. We're just a female gift shop, and we also sell some children's gifts as well. And we're just sort of looking at all our other processes at the moment, just things like, gift wrapping, do we do it for free or do we charge for it? And things like just when we go and do our buying at the trade fairs, what we do and how we do those sorts of processes as well. And just trying to see how we can capture customers that, they always have us at the top of their mind when they want to purchase a gift, we're trying to look at that as well. So all of those things that you are mentioning about the technology, that's something we're interested in as well because we don't really want to go the way of having things like websites and things like that, that's not something that's really our experience. We just like the shop but we really want to start making some more money. So, that's basically where we're at with the business at the moment.

D: Ok. And look, that was a great overview for me. Now I'm probably going to start a little bit... in the last... sorry you've been established for 10 years, have you always sold female gifts, and sort of children's gifts?

K: When we started out the shop that we were in the first place was probably half or less the size than the shop is now, so it would have made sense to sell female gifts and little decorator things for your home when we started out. Then when we moved to the next shop we had some children's and baby's gifts, and now that we are bigger these mostly female shop and children's and baby gifts that we sell are, we find that our baby gifts, when they're there, are really good sellers. We did try a few times having some male gifts and things, and most of the time that we tried it just didn't seem to work for us, because even when we do go and do our buying at the trade fairs, the percentage of things that you can purchase is probably, you know, 5 percent giftware that is aimed towards men and then the other things are mostly all aimed towards women, and children and babies, so it was quite difficult to do that, so we just decided that we weren't a male shop and we, you know, we really didn't really want to cater for that because we couldn't find anything that we would want to give to people who were male people in our lives as well.

D: Ok, fantastic. Now over the years, you have taking on bigger leases and expanding and being able to offer larger item and product range.

K: Yes.

D: That is an awesome success in it's own right.

K: Yes.

D: What I'm sort of curious, is in the last 12 months, and let's just sort of focus on that, have you noticed a trend, as in, sales going down? What's happening in that world?

K: We probably in the last 12 months think our that sales have stayed about the same as they were

this time last year. We are sort of getting a bit of feedback at the moment that things are very quiet in this kind of sector, just from different reps and things like that that we've spoken to, so we're getting that sort of feedback now, but we're just finding that when we look at our past couple of years, we're not really going up each year. It's pretty much staying about the same, when we look at our figures from this time last year or this time the year before that it's pretty much that most of the months we're pretty much doing what we did sort of last year and we're not really increasing in sales, even though we're getting new customers and prices of things like, that we buy now, are actually going up, so where we might have bought something from a while ago for 2 dollars now we might purchase it at 3 dollars each. When we put our mark-up on it we should actually be making more money.

D: So, you may, you know, in a period, are you measuring how many people enter your store?

K: No, we wouldn't measure that, that would be something that we haven't done.

D: Ok, one of the, we'll come back to that in a moment. In the last sort of leading up to the Mother's Day period, did you have a certain increase in business up until that..

K: Leading up to Mother's Day looking at what we would expect to be selling, we were up on Christmas and Mother's Day from the previous years but considering that we are a female shop we expect to be busy at Mother's Day and probably we would like to be busier than we were at that time of the year.

D: And for your shop and for the retail industry, Mother's Day would be your prime selling time compare to Christmas.

K: Yeah, definitely Mother's Day, is definitely something that we would want to really look at, and we also really look at Christmas, at Christmas time we have Christmas decorations and all that sort of thing at Christmas and cards and everything that we go quite well with, but we don't focus on any of the other holidays in the year because again we've done that in the past and we've just sort of taken note of it as it's gone and we've worked out that they weren't that beneficial in terms of how much effort we put in and products that we've bought. We ended up that we had to put things out on sale and things, so Christmas and Mother's Day are our main things to focus on as in terms of holidays and occasions and things like that.

D: Ok, now, just from an understanding of the buyer who comes in, are you finding that it is women buying for women? Or it's the guys coming in buying for their wives or for their girlfriends slash the children coming in for their mother?

K: It's mostly women coming in and buying for whoever the person has to be that they're buying a present, so they might be buying a baby gift or gift for a child, that their child's going to a party. We do have men who do come in and buy a present, but it's mostly at Christmas and Mother's Day, not that much throughout the rest of the year. And sometimes children they're coming in as they get a bit older they're coming in and choosing the presents with their mother, so it's mostly women who are coming in and purchasing.

D: Ok. Now, when it comes to the traffic outside your shop is there a lot of walk-by traffic?

K: We're in a shopping street so we're, it's basically one long street, and we're sort of, it just sort of rises up to a bit of a hill, so we're actually tucked in a little bit underneath the hill at the top, so we're actually just in a little side bit that we don't, we got a grass front, but it's not, it's facing, sort of, perpendicular to the street not parallel to the street, so yeah we are a bit tucked away, and we've been looking at our signage and things from a buyer's perspective, we went out last week and had a little look outside and we really that know we need to improve our signage because it just doesn't stand out.

D: Ok, well look, and most of the, that is a very key important area, whenever you're looking at your store, that probably what I'm really a little bit more interested in knowing, and this is where with business owners and with sales people really need to understand, that the questions that we're asking now, more about the habits and the thoughts and the psychology behind what people are doing in this sort of walk-by part, you know, traffic. Now, in a retail world, we really are relying on people who go into an area, and will work in heavily with walk-by traffic. People that are walking past in your geographical area. And, what you'll find is that people in your district are generally no more than about 10ks away. If we were to start gathering all their names and addresses, you'd find that it's within the 10k radius.

And we find this heavily within all the retail also financial chains, franchise chains, such as like your Big W's, your Woolworths, right down to the different groups like Bunnings, that people will go to their local Bunnings but will generally be about that 10k radius. So, one of the first things you always need to understand is the habit of people are very much like where they are based.

So, I know that you got a Westfield not too far down the road, and one of the things about Westfield is, Westfield is like a big magnet, it's a big reason for them to go to a Westfield. Now, the biggest problem that you will find is that the rent in a Westfield is very very high. But, then you're sort of paying for the traffic that Westfield themselves bring. I'm curious to understand, when it comes to the shopping district, you know the street, why did people come to that street?

K: They come to this street for, there's a couple of cafes along this street, there's two small supermarkets, they're not very large, but you could do your weekly shopping there. There's one main bank, and the other banks are not here anymore. And there's a few restaurants and things that are open sometimes in the day, and that's the main thing. It's chemists, a few things like that, bakeries, and then mostly, there's a couple of clothes shops, but nothing really big. So it's actually quite a smallish shopping centre in terms of probably how much traffic could be here compared to other areas I suppose, and I think of it that way.

D: Ok. One of the things that, you know, you, and you may need to sort of start looking at this, is working out why people come into that centre. Now, it's the old sort of story, if we can give people reasons to come to a centre, more often it gives you more walk-by traffic, and as a district you are facing a Westfield.

K: Yes.

D: Now, when you're sort of talking about restaurants, are there a lot of people coming in for the restaurant in the evenings sort of time?

K: In the evening times, there's like some Thai, Chinese, Indian, there's quite a few restaurants like

in the main street that, it would be local people though that would be going, like just from people from around the surrounding suburbs I guess, nothing that I don't think is like a really massive draw compared to other areas that are around this sort of suburb. You wouldn't come here really to meet up with people I don't think.

D: Ok. So, one of the areas we could be taking and this not an area that I want you to look at, but it is a suggestion, is that in time you may want to start looking at joint ventures, or trying to create a little bit of a social gathering, whether that be a market in your general area. Like on a Sunday's markets.

K: Yes.

D: Now, you really need to go and start contacting your other shopping owners to sort of start support this concept, then maybe go to your local council to get that extra support to create that, this area needs to be redeveloped or that it can get a facelift upon it. Now, that's a long term strategy, which, what we always need to remember is that in order for your business to survive where it is, if we don't give people a reason to come you're just not going to survive.

K: Yes.

D: Now, the survival of your district is in many ways directly related to your competitors in the street. Simply on that basis that if there aren't the restaurants there people aren't going to come, if the banks aren't there, people come because of convenient shopping.

K: Yes.

D: If the chemist isn't there anymore, people aren't going to come.

K: Yes.

D: Because they're going to elsewhere for their convenience. So, one of the areas, you just might want to keep that, any community type activities that start to present themselves, like maybe a monthly arts and craft, Sunday sort of stall, these possible things as well.

K: Yes.

D: But, one thing I do want to look at, have you been to the area? What time do you operate the store hours?

K: We're open 10 till 5, or 5:30 in the weekdays, and then on Saturdays we're open 9:30 to 4:30, and we don't open on Sundays.

D: Which is fine. What I was coming back to, is what you may find, and this is one area, particularly if there's a bus stop near you, just by extending your hours by an extra half hour to an hour, these are things that can occur. It's quite funny that you do have commuter traffic.

K: Yes. We definitely do because we're right on a station.

D: Right.

K: There's a station about two minutes walk down the hill.

D: Ok, well people who are coming past, that may be a traffic, that is extra walk-by traffic. It's the same that there have been many cases where several stores have failed, liked coffee stores failed, because they would open between 9 and 5. But then others have succeeded simply because they opened at 6:30 so that they could give coffee to all the commuters who are all on their way to work.

Now, for you, I'm not saying opening up earlier is really the key, but rather you might find convenience shopping can come into play. You just need to look at it, but I'll just leave that aside. I don't believe that that is really your answer, because what I'm sort of seeing now is, which niche would you sort of say that you're in? Would you say that you're a female, or a baby gift store?

K: I would say we're more a, probably a female store, but that's something that we could consider is, that sometimes we might have a little bit too much of everything instead of focusing on something. So, yeah, we've kind of been talking about where we're kind of headed as well(18:55).

D: Ok, cause one of the areas is that, when it comes to your customers, when they come into the store and transact, do you collect their names and email addresses or any of that information?

I have sort of been trying to start bit of an email list, and I don't think I've been that successful but, one thing that I've been just been doing, not well, is saying to people as they're doing up their parcels, "oh you can put your name on our email address, we'll let you know about specials and different things come into store" and it's just remembering to do that, and feeling comfortable with people to be able to do that. So that where we would collect names and address from.

D: One of the drawbacks that I have with this is that collecting names and address on their own for you doesn't really create a reason. See, what we need to always remember in our sales focus, every time we have a sale there is a reason, what is that reason. And what I'm seeing here is, it's the gift.

What's the gift, what's the reason, and from what I'm seeing it's the birthday clock. And that's where it's a case of getting their details and signing them up to, even though they're coming in to buy a present for their friend, give them a reason for them to get, for you to get their details, and more importantly get their birthday dates, and their sort of birthdays, and we look for finding a reason to invite them back. Now, I'll give you a sort of really simple technology that you can use for that, and I'm not really sure that email's right for you here.

K: Ok.

D: Cause one of the problems with email is, email delivery rates are really low, and unless you give people a reason to look in their inbox and expect your emails on a regular basis, it's very easy to get lost in the clutter. So, after you've got their email, it's good to do, I would rather their name and address over their email address.

K: Ok.

D: Now, do you have any loyalty programs?

K: No, we don't.

D: Ok, so this is really the right key. Now, one of the areas is is that, having a loyalty program would you can now start getting your swipe card and your, you know, loyalty point folks, everyone who sort of thinks royalties automatically thinks cards and tracking peoples points like fly-bys, like you know, travel, frequent flight points. The reality is that many cases, a simple business card can act just as effectively as a loyalty program. What I would suggest you look at, you need to look at your margins, and I would be looking for you to create a buyer's club, or a loyalty card, where somebody buys 100 dollars worth of things from you, they get 10 dollars off, off their next purchase. Ok?

K: Yes. That sounds good.

D: Now, the simple design here is that you can pretty much work with any printing place, generally it's business sized cards, with the offer in the middle which simply says spend 100 dollars, and get 10 dollars towards your next purchase. Now, it's just a simple case of you put it in blocks of 20, or 10 dollars, and you have it in squares around the outside of the card. And then every time they buy something you just get a hole punch, and you hole punch the hole.

K: Ok, yes.

D: It's as simple as that. If you want to, for say if for a few reasons, print a receipt for them, and stamp them on the back, just so that they can keep it for later, but realistically with loyalty programs like this card, just the hole is fine.

K: Yep.

D: There is a potential, folks, a potential that people will rip you off, but the reality is is that the people who will, is very few and far between, and very quickly you will know them anyway.

K: Yes.

D: So you just honour it and then you just never give them another card. Ok, so also make sure the cards are numbered, and that just makes it that much harder for people to, it incurs what it seems to be that a, the these things are tracked, so just sort of make it a little bit more sophisticated, and people just don't sort of think that they can get away with it.

K: Ok.

D: And if you do want to put some sort of security, you can always write on the receipt the numbers and how much that card has already got up to.

K: Yes, that would be a good idea, yes.

D: You don't need to get too sophisticated, but the concept being is is that we want to give them a reason to come back. Now I've worked this with clients before where we'd just do a simple competition, where if they spend 50 dollars or more, they go in the draw. What you'll find is

someone will get to the point where they'll spend 90 dollars, and you'll find they'll walk around the store looking for what else they can buy, to get over the 100 dollars. It's a really powerful reason for them to come back.

K: So for them to get a hole punch in one of those holes, they have to spend the 100 dollars in that one day?

D: No, no.

K: Or they can just escrow it, so if they spend, if each box is marked 10 dollars, 10 dollars or something like that.

D: Yes, that's logical what you can do. Now you can have a few 5 dollars or you can have 10 dollars.

K: Yes, yes.

D: And as they spend it, you either do they have their card, and if they do you put a hole punch on it, and if they don't, you just give them another card.

K: Ok great.

D: Now if a person ever comes in with three cards, that makes up the hundred, honour it. Don't say that it has to be per card.

K: No, ok.

D: But you see, what you'll find is is that when people start to collect the cards, they come back to you because where do they put it? They put it in their purse. And this can be a reminder, you are now in their life every time they open up their purse.

K: Yes, that's right, yes.

D: Now, make sure you put a little bit of a catchy, and the size doesn't have to be business card, even a, don't be larger than a credit card. That's the key. You want it to be able to fit nicely into a started purse or where a credit card would go. Ok, and that's really the key to get them back. Now, the reality is that, design the card so that it looks nice, you know, have that girly feel on it.

K: Yes.

D: On the back, and in time you'll need to do this, you'll need to develop your unique proposition, as in, whether you're female gifts or baby.

K: So you think that having both is, is just too much, to have all of that?

D: Well, one of the key things is is that when you put an offer to together, and you see on the flipside of these cards, you can put an offer, now they could just be for special occasions, and that's what you are, you know for like, for the best gift for every occasion.

K: Yes.

D: And that could be, then you just simply say, birthdays, showers, you know, weddings, and wouldn't put much weddings, but baby showers, those sort of concepts. And that's what you want to become known for, and that's the unique, what is known as, your unique selling proposition. What's the one thing that people can remember that describes you from your competitor? But right now I just want to say, right, what would be the key is the loyalty card.

K: That sounds really good. It's something that we could do and that we could do it quite easily, so that would work well.

D: Now you just need to make sure you do your numbers right, that for 100 dollars they get 10 dollars in store or whatever.

K: Yes, ok.

D: So, it's basically the principle that we've got there, out of the 100 dollars that they've spent, now let's say your margin is a 30%, you've made 30 dollars, for them to spend 10 dollars in store, it's only really going to cost you 7 dollars. So, overall, in that 100 dollars, you've made 110 dollars in sales. But you've technically only made 30 dollars, so you're sort of losing profit, but the key that we have to remember is is that, and this is where a lot of people panic when they look at the mathematics and say, hang on we're going backwards, you're not going backwards, what you're doing is, the cost of you getting a person in the store in the first place, is generally worth three times what it is to get the person back.

K: Ok.

D: And that's what makes the loyalty, even though you're giving away 7 dollars in real money, you're paying that 7 dollars to be in there first 24/7. 24 hours a day, 7 days a week. You can't buy that, no matter how much, whether you put new signage on the sign, and you get flashing lights, and a website with email, and all this sort of stuff going on, you're just not going to be able to pay for that. So that's what I really want people to understand, that even though you're giving someone a way, if I were to buy that in advertising, which people seem to have and I see a lot of people wasting advertising, and just saying with your signage, you can go and spend another 20 thousand dollars in signage, and where this loyalty card program will bring back your existing clients faster than what a new signage would.

K: Yes, that sounds good. That's the thing, we just need them to come back, and then they might tell other people, oh they've got this new club in there now, and you get a card now and all that sort of thing, and that's going to get other people in.

D: It's a great word of mouth, because nothing is better than, while I'm a guy, forgive me all the female listeners, but girls love a bargain, they love to shop. Retail therapy, so let's give them the fun, and by the sounds of things, that's what happens in store. Now, the little things that I really want you to understand is, email is fantastic, don't get me wrong, but its a clunky system for what you need. Yours is very much a personal gift, email is not as personal. Where the most personal device that you'll ever get is SMS. It's getting into their mobile phone.

K: Ok.

D: So what I would rather see you do is collect the person's name and address, and mobile phone number. Now, for mobile phone number, that we want to start looking into. Now, there's a website that I recommend that go to, it's called www.smsglobal.com.au. Now this company, all they do is they send out SMSs for you. The costs are around 10 to 15 cents depending on the volume you buy, but what really happens with smsglobal is, you can buy what is known as a virtual mobile phone number.

Now what a virtual mobile phone number is, they effectively give you is your own dedicated mobile phone numbers, which is just like a real mobile phone number, which people can SMS. And when they SMS that phone number, people are write to you as an email. And, on that website, they'll also have some download software which you can put onto your computer, and it allows you to correspond with people via email, but you're really doing it by SMS.

K: Yes.

D: So, all of a sudden now, this company will look after your subscription. So if anybody, say if you send an SMS to somebody, and they want to unsubscribe form the service, they can send the word "Stop" back, and smsglobal will look after all that for you.

K: Ok.

D: So all the unsubscribe features are built into the company. Now, it costs about 50 dollars a month, plus whatever you use in SMSs.

K: Ok.

D: Now, first you may, you don't necessarily need a virtual number, you can just use your own, mobile phone number if you wish, and that's fine. That's quite a valid thing to do, I know a lot of successful companies that send their large numbers of SMSs and they correspond, they talk with their clients via just their own mobile phone number. So, it's just the key now, the message you've got to be careful here is, when somebody comes in the store, and buys something or gives you their phone number, it would be really cool if you build into your system, "Thankyou for shopping at such and such", and just wanted to make sure your gift was ok.

K: Yes.

D: Just a nice little courtesy SMS. Now, the power behind this is is that it positions the client to start expecting phone calls from you, oh sorry SMSs from you. Now, a big problem with SMS is, SMS is I can send a person an SMS two or three times, as long as its relevant, in a week.

K: Yeah.

D: If I send somebody an SMS every Monday at 5 O clock in the afternoon, by the sixth week, they're going to start getting very annoyed.

K: Ok.

D: So one of things with SMS ,you want to treat it with a reasonable amount of delicacy, and don't get into the habit of sending every month or every week. Look to use it in conjunction with your mail, and your promotions that you do. Now, one of the key things that we always come back to is, and I would look at doing, and I know time is getting to the end here, but the technology is the SMS for you, but the draw card is the loyalty card.

K: Yeah, that's great.

D: Ok, so that, this is the reason why we're coming back, and that's the sales performance, the technology allows itself to be the SMS. Now, with the signage on the front, you really do need to do a little, what we refer to as a walk-through your premise. And, think like a client. Where does your client look? Why are they coming to the region? Are they coming, like a lot of people coming to the chemist, they're going here, that's the key thing for you to look at. And can you buy the signage, and how bright can you be to draw them to you.

K: Ok.

D: Now, there was a question, I just wanted to cover this very quickly, stock control. How do you know what clients want? When it comes to, do you have items in your store that haven't moved in the last 6 or 3 months?

K: Yes, we've actually got stock in for a sale that we've just started now, that we always hold about this time every year with all the other stores just, and that's just basically going through our, what we've got and saying, and this hasn't gone and marking it down, and most of the time we find that we've moved them at the lower prices but they could be sitting here for ages, and they just haven't been what people wanted, but wanted when they past the price.

D: Oh yes which is what happens. Now, one of the thing we've got to remember about stock is that it's just like money in the bank, if you had say, let's say for example, if you had twenty thousand dollars worth of stock in the store, the concept being is is that you as a business only make money when you've sold that stock, because you've got a margin on that \$20,000, let's say 10 percent, so for every time you sell \$20,000 worth of stock, you make \$2,000, now in reality you're around about 30 percent, so let's just say, \$20,000, every time you turnover \$20,000 worth of stock, you make \$20,000 profit. This is where a lot of people in retail fail to understand is is that while you've got fast moving items, you might only be turning over \$10,000 of your total \$20,000 stock, which means every time you turn over that \$10,000, you're making \$3,000. You'd be better off taking that \$10,000 and sticking it in the bank.

K: Yes.

D: So this is where you've got to be, you'll need to look at developing sales automation tools around your stock control. Now, you will need to look at your stock levels, and you'll need to decide in your own right, different promotions, but one thing I'd like to see in retail stores, your stock is turning over every six weeks.

K: Ok.

D: Now there might be some items, like baby showers or sort of like Mother's Day gifts which you would need to bring in for that particular season, but realistically you don't want stock sitting there for beyond 3 months or 12 weeks.

K: Yes.

D: So for items sitting on the shelves for 12 weeks, it really needs to go into the bargain bin, where you're getting it out. Even if you get your money back, it's better than having it sit there for the next 12 months.

K: Yes.

D: So by the sounds of a little bit of extra work in your area of stock take, is basically required. But you sort of want to be looking at simple methodology, every 6 weeks, or whether it's every 10 weeks, you set the stock that has got to move.

K: Yep.

D: Ok. Sometimes in retail, we do make the wrong choice. We buy things that nobody wants.

K: So is the way to move that, to say, with your SMS for example, that if we've got something sitting there now, we could send an SMS saying we've got 20 percent off a certain range of candles for the month of June or something like that? And it could be a way to bring people in and to get rid of that stock?

D: Exactly, exactly.

K: Ok.

D: But one thing I would really like to come back to is that, this is the power of having the store install a bargain bin, or what is known as, is the reduced sale items.

K: Yep.

D: And you take the items, once they get to their 10 week mark, you move it into that bargain area.

K: Yep.

D: And it's just really a case of, it's really that getting it out. Now remember, the bargain store, in itself becomes a reason to come into the store.

K: Yes.

D: So this is how we sort of use the next reason for them to come in, because they want to check out what's on special, and if that's always moving over, it's always new for them to come in, so there's another reason for someone to come in, therefore there's something new in store.

K: Ok.

D: And that's why I, I won't go into it, but that's the power of having seasonal stock, seasonal gifts.

K: Yep.

D: There's a whole new promotion, there's a whole new lot of things for people to see. And you can use SMS to tell people that.

K: Ok.

D: Ok, well, look, that definitely brings us to time, and Kirsty, first of all, just wanted to sort of simply say, thank you for your involvement in today's sales automation coaching call.

K: Thank you for, I've got a lot of information there that I think I can do a lot with, so that's great.

D: Ok, well one of the areas, is there anything else you wanted to ask, or you wanted to like, maybe, add a comment to?

K: No, I think a lot of the things you said about the loyalty program sounds really good, because I know myself, I've got coffee cards and everything in my bag, but I do use them, I mean if I'm in that sort of area, it makes me think, oh I'm in this suburb, what card have I got in my bag, so that's relevant or something like that, and that might just lead me to go and getting a coffee or something somewhere, so that does, that would definitely help I think.

D: It's not a case, I just simple know that within weeks of them starting, you'll just find that people will be bringing back to... just automatically. And asking for that SMS phone number, and building that into your list is a great place to start, and 15 cents for an SMS is nothing when you look at the schemes of, that 97 percent of people read their SMS messages, as compared to open rates of less than 20 percent for email.

K: Ok.

D: So, thank you very much for your time, and for everyone's who's listening that ends it, and I want to say, thank you for your time, it's been a joy to have you listening with us, and until next time, have a fantastic and amazing day.