

# Seven Things You Can Do to Increase Your Retail Sales Without Breaking the Bank

Presented by Roger Brooks

## Part I: Your Retail Shop



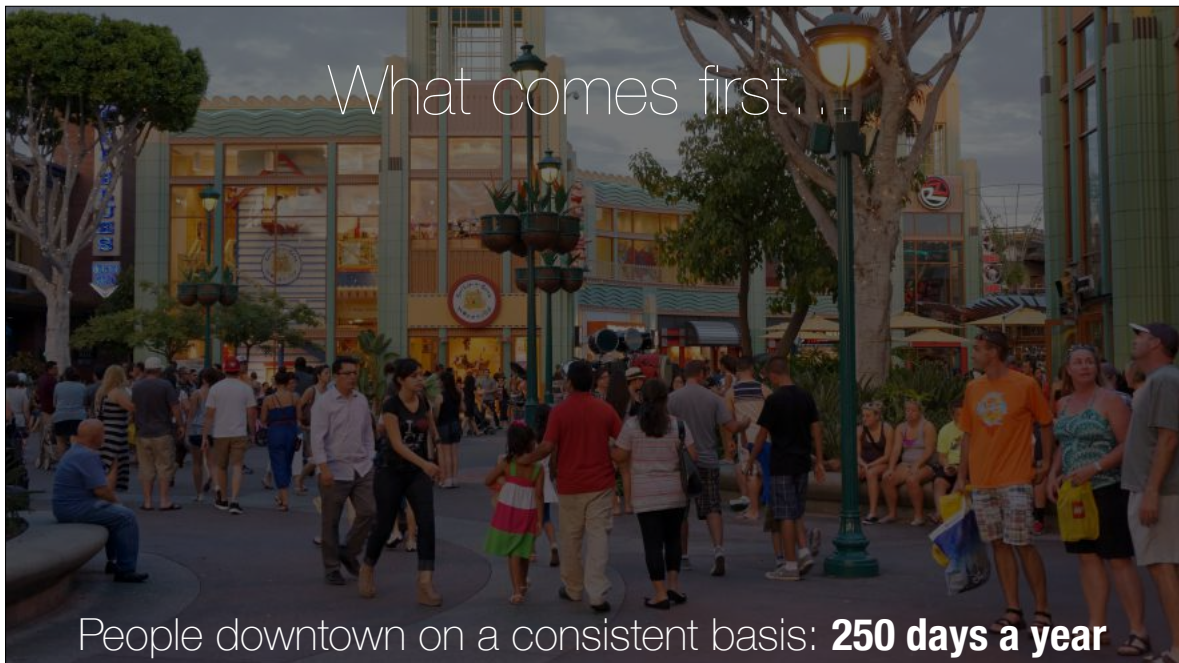
Destination Development  
Association



**Part I:** Your Retail Shop - Pulling customers in the door

**Part II:** Effective marketing that will bring customers to you

Both workshops with ideas that won't break the bank!



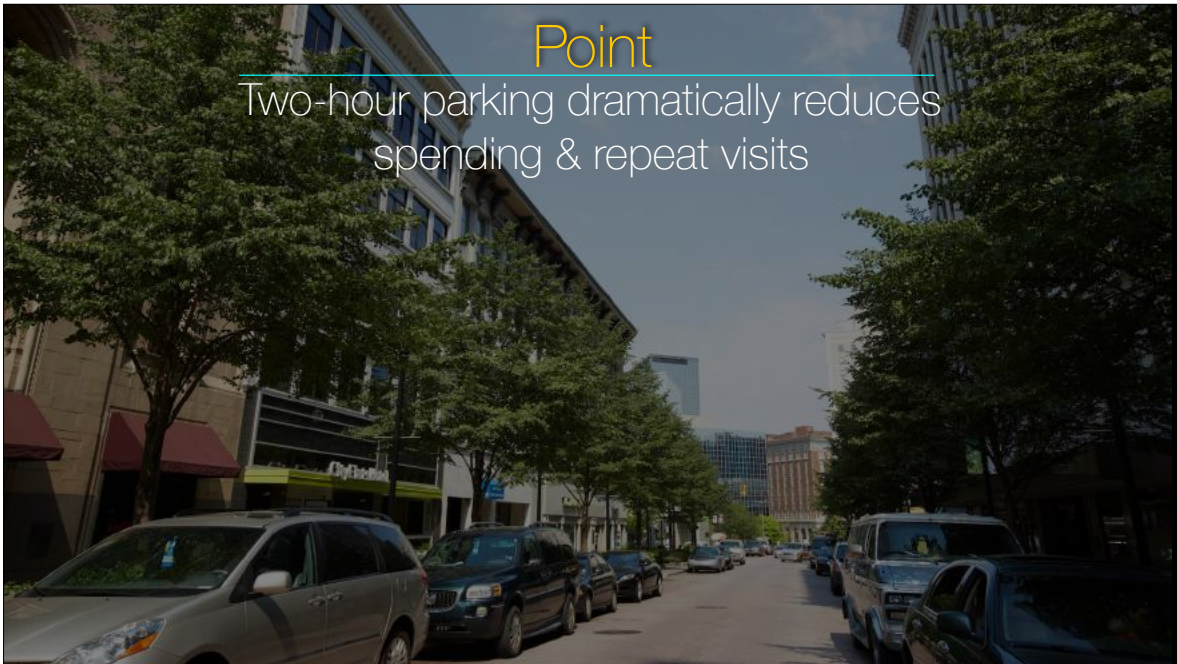
What comes first...

People downtown on a consistent basis: **250 days a year**



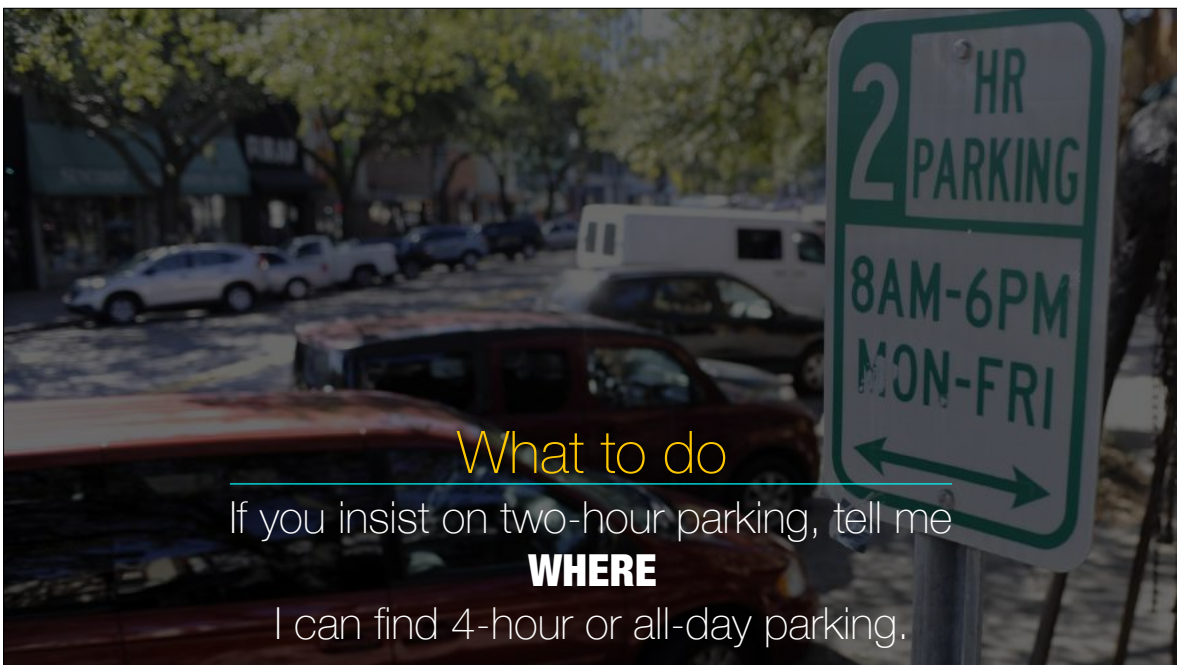
Move **from events to activities**





## Point

Two-hour parking dramatically reduces  
spending & repeat visits



## What to do

If you insist on two-hour parking, tell me

**WHERE**

I can find 4-hour or all-day parking.

**NOTE**

Angle-in parking increases spending by more than 20% and increases the number of parking spaces by a third.

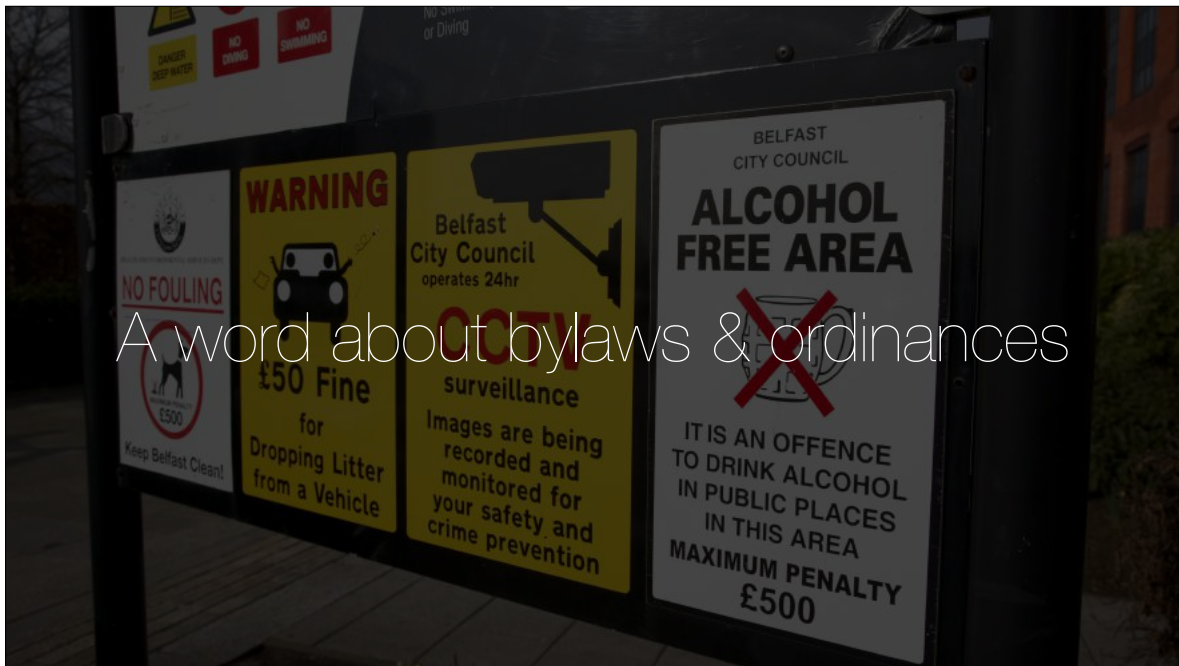


**PARKING IS NOT  
JUST FOR LOVERS**

*Presented by Roger Brooks*

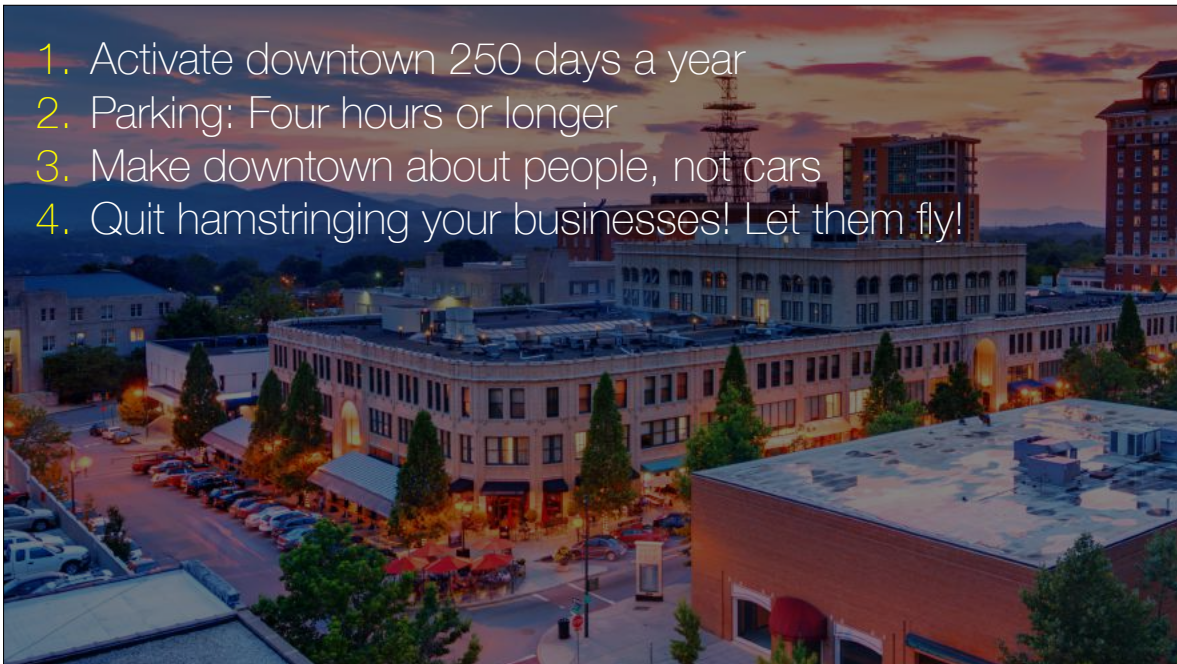








1. Activate downtown 250 days a year
2. Parking: Four hours or longer
3. Make downtown about people, not cars
4. Quit hamstringing your businesses! Let them fly!





# The Idea Book



- Great business names
- Facade and trim colors
- Blade signs | sandwich boards
- Window signs & displays
- Exterior displays | display flags
- Awnings
- Beautification
- Activating your shops

As much as **70%** of first-time sales can come from curb appeal



Great names

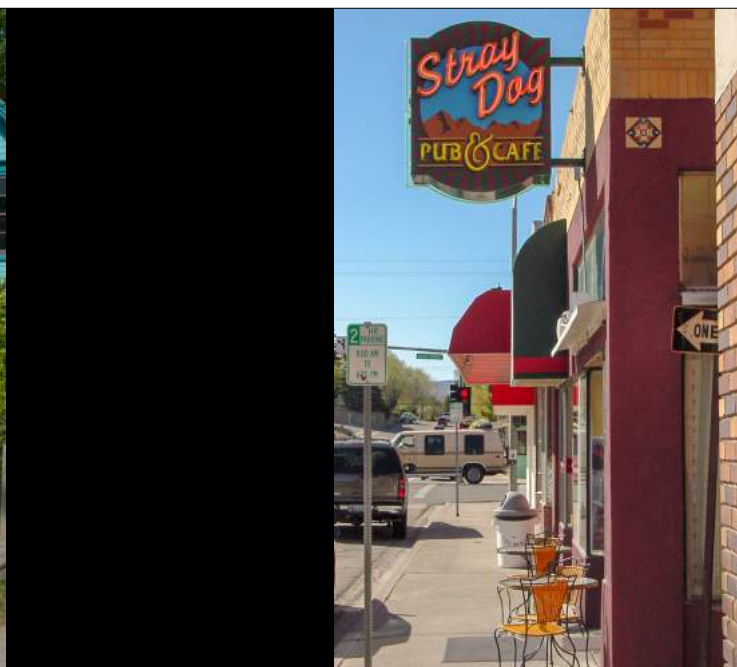




Fredonia, New York



Mahone Bay, Nova Scotia



Fun casual shoes and accessories



Fair & Square Imports - a Fair Trade retail shop







Orleans, Indiana





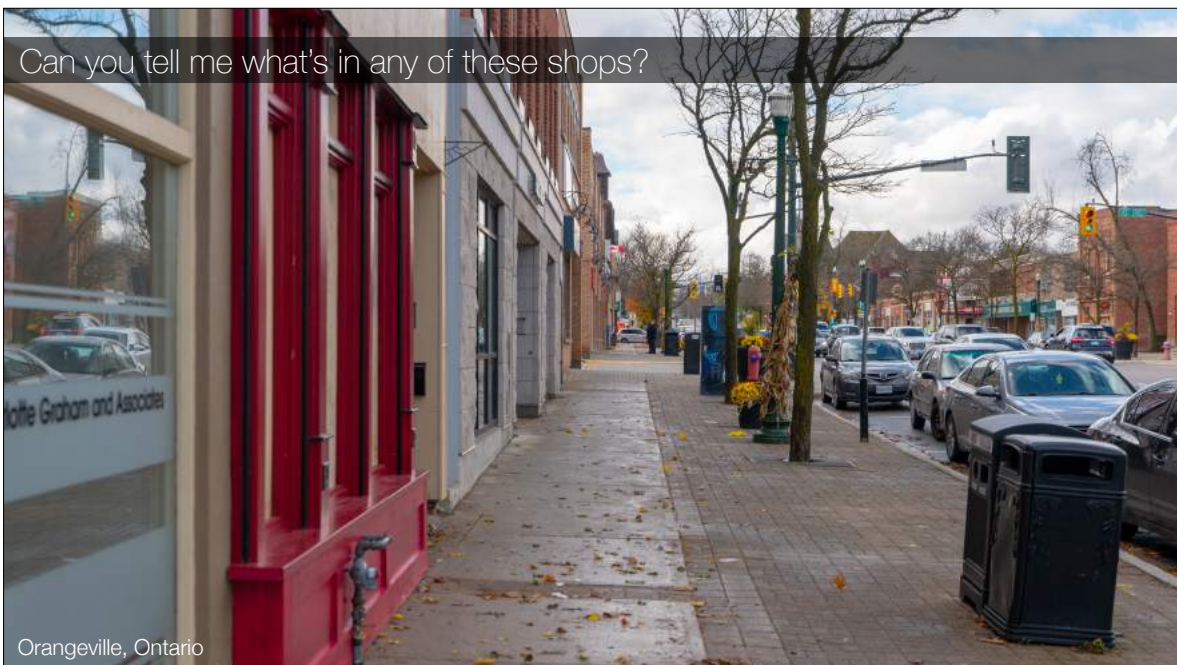
## Retail signage

Blade signs | sandwich boards | freestanding signs  
window signs | posters & fliers | open/closed signs



Most important: Blade signs

Gorham, New Hampshire



Can you tell me what's in any of these shops?

Orangeville, Ontario

How about now?



Always promote what you're selling before the name of the store



Nakusp, British Columbia



Grass Valley, California



Canmore, Alberta



Nashville, Indiana

### General placement rules

- No lower than 7' | 2m
- No higher than 9' | 2.7m
- No wider than 42" | 1m
- From facade 12" to 18"
- From facade 30 to 46cm



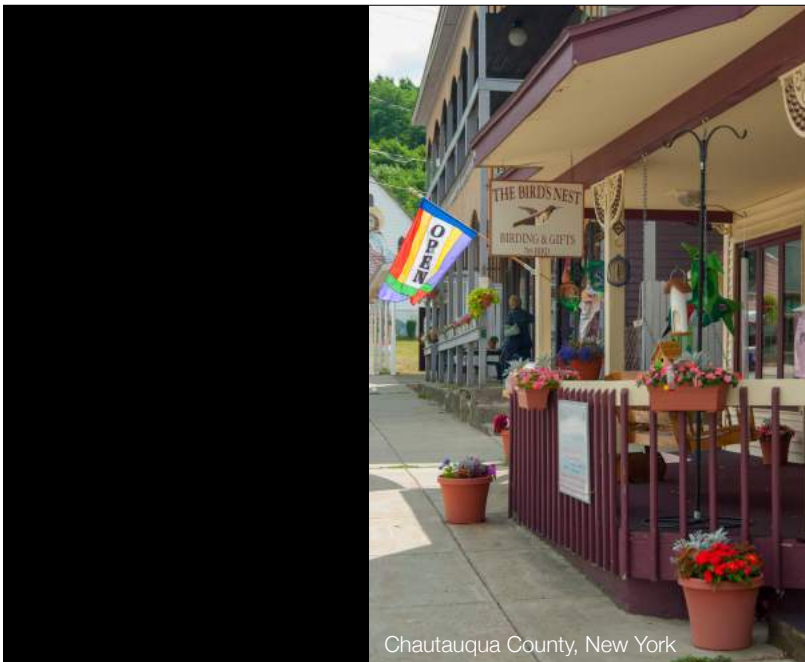
Battle Creek, Michigan



Turlock, California



Ellicottville, New York



Chautauqua County, New York



Kosciusko, Indiana

If the shop sits back off the road, then this type of sign is perfect



Cabot Trail, Nova Scotia

# Sandwich boards









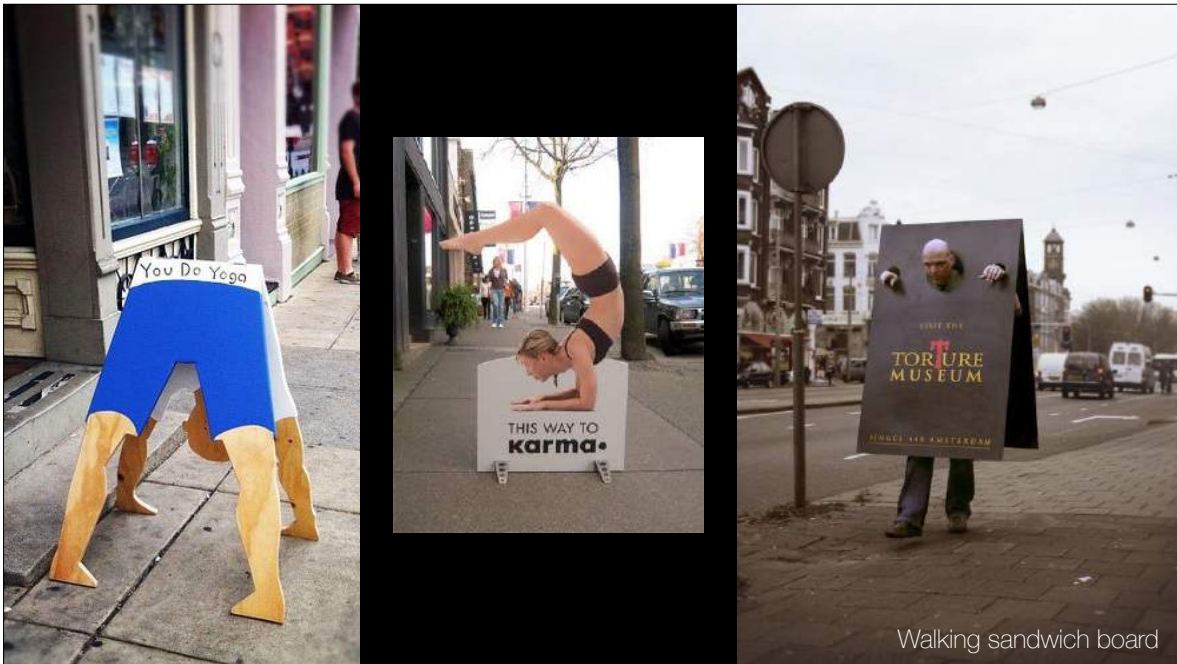


Boston, Massachusetts



Barrie, Ontario





Walking sandwich board



Freestanding retail signage

Mahone Bay, Nova Scotia

## Freestanding roadway signs

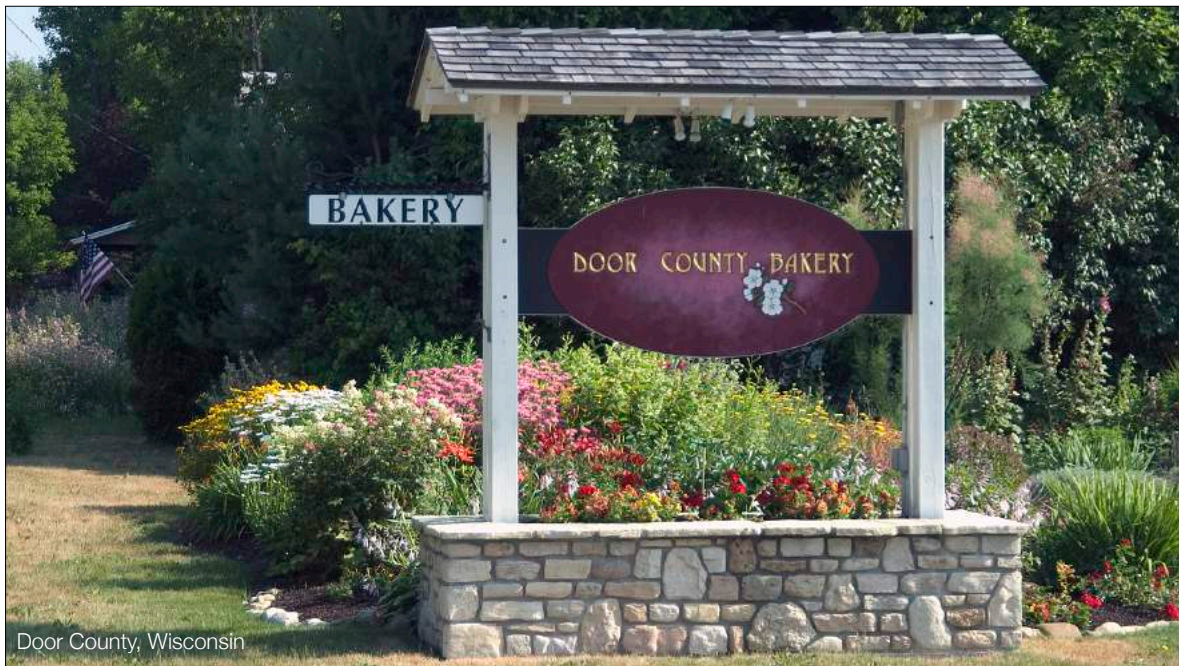


Cabot Trail, Nova Scotia



Yellow on black | No more than 14 words | 8 or fewer is best | Open

Cabot Trail, Nova Scotia



## Freestanding business signs



Creative use of a ladder



Marion, Iowa

Restaurant menu boards



Banff, Alberta



Nantucket, Massachusetts



Mahone Bay, Nova Scotia





Gorham, New Hampshire

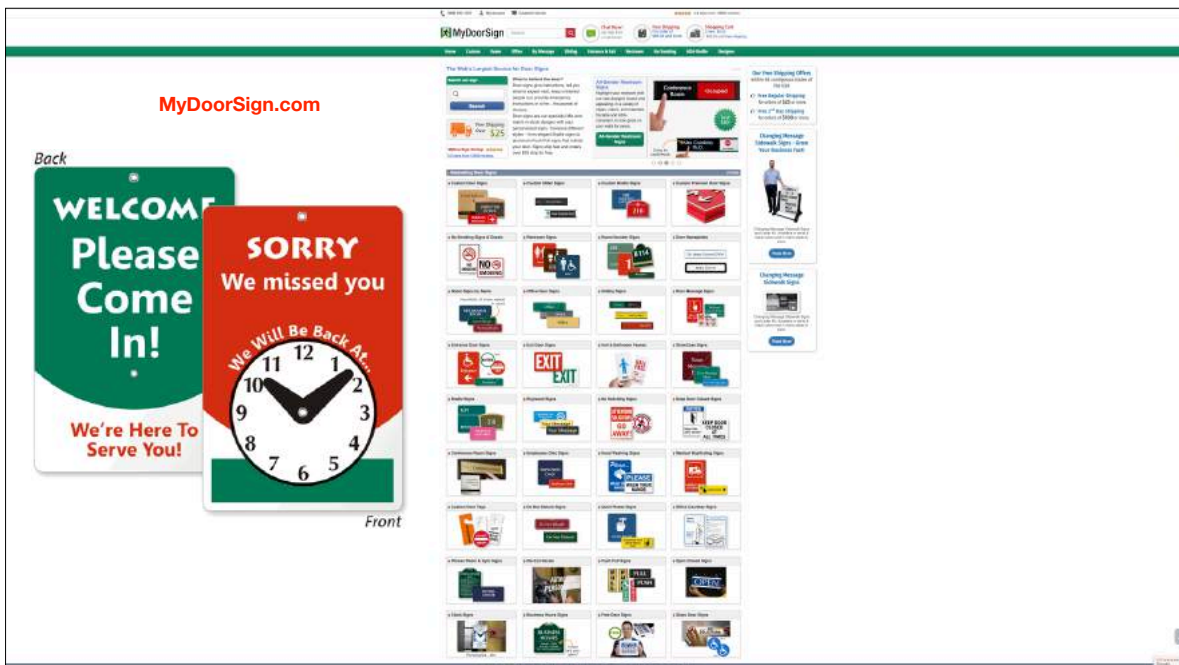


Carson City, Nevada





**What to do**  
Get rid of those closed signs!









### What to do

Get rid of those “No public restrooms”  
or “Restrooms for customers only”  
signs!



**Bottom line**

**No negatives at all!**

Including “Closed,” “No restrooms”  
“This door closed. Use next door.”

Window fliers & posters



Avoid placing more than four posters and signs IN windows



Neon signs



Victoria, British Columbia



## Window displays





Cape May, New Jersey



Annapolis Shore, Nova Scotia



Corner Brook, Newfoundland



Corner Brook, Newfoundland



Cedar City, Utah

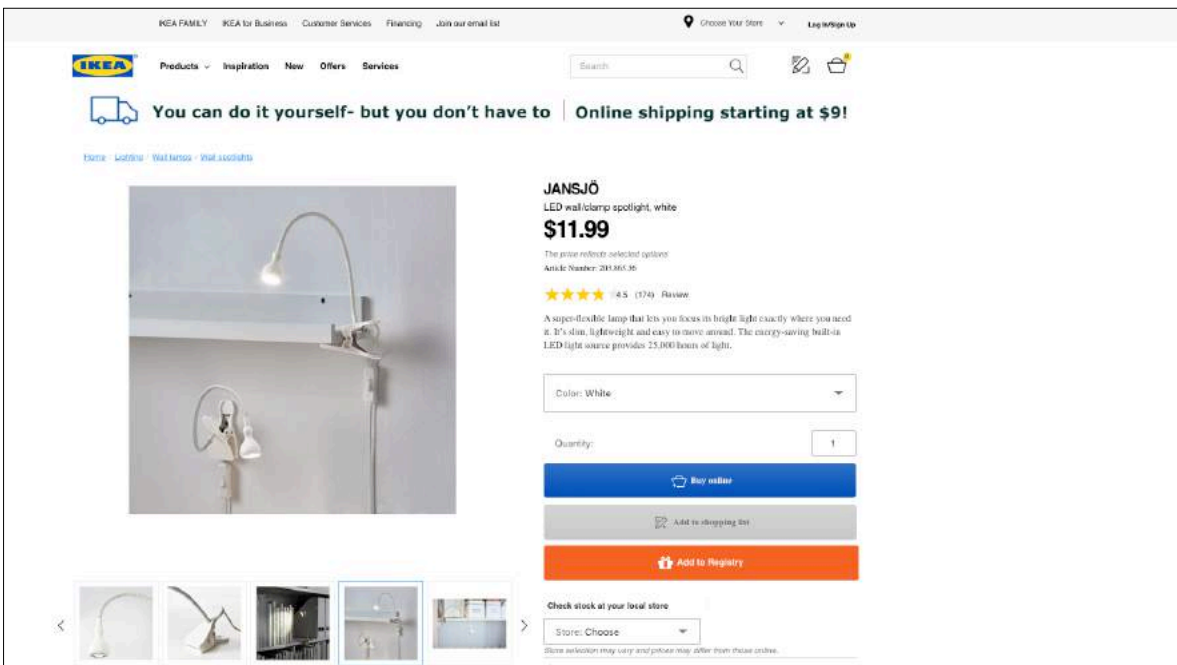
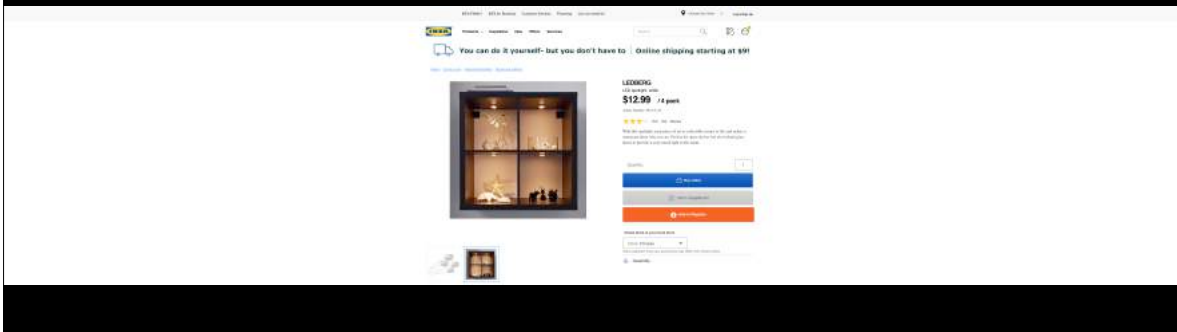
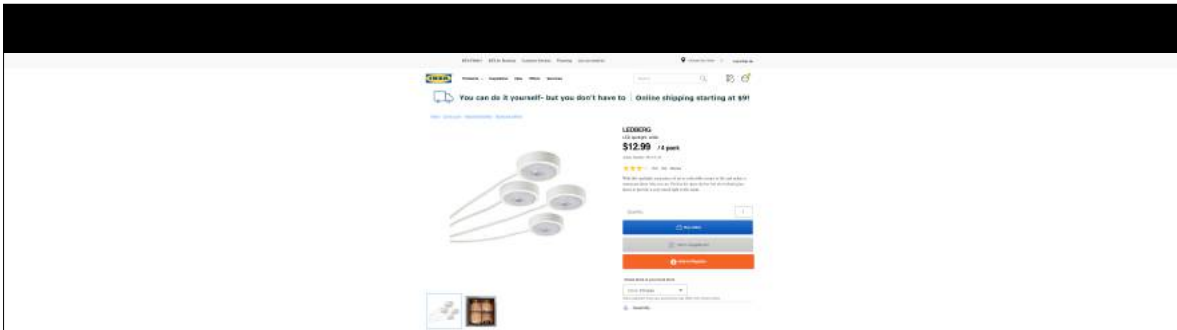


Cedar City, Utah



Always make sure your window displays are well lit 24/7









Cape May, New Jersey





Boulder, Colorado



Mebane, North Carolina

What about the sun?

**What to do**

Never black-out your display windows  
& never curtain them

suntuitiveglass.com

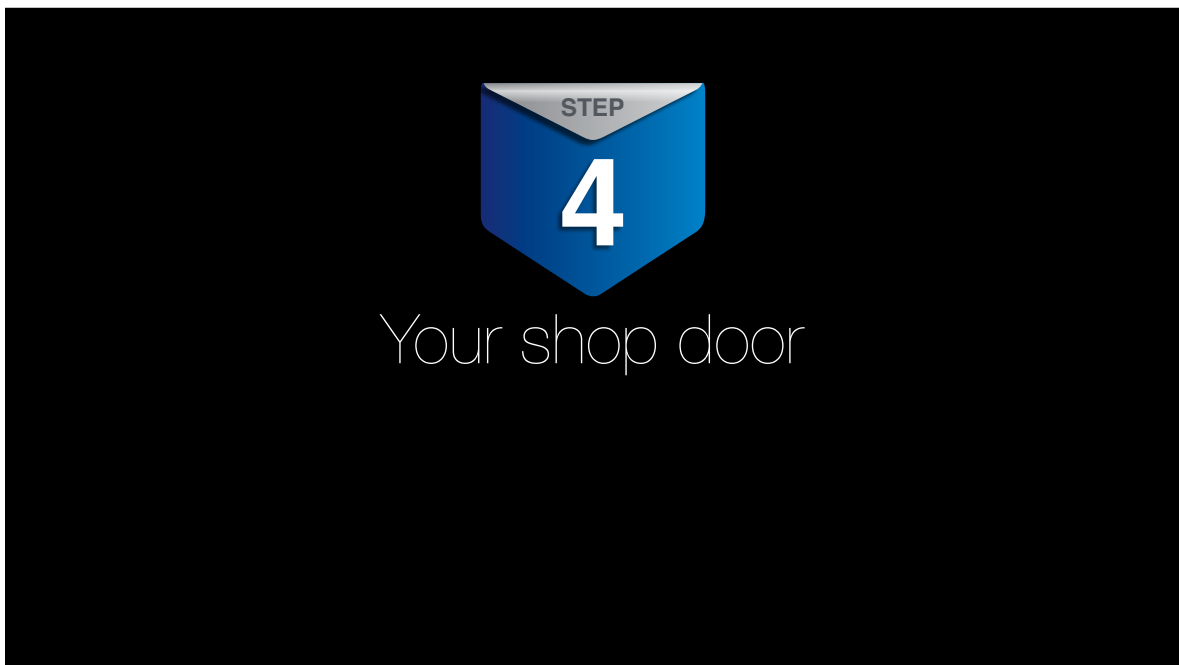
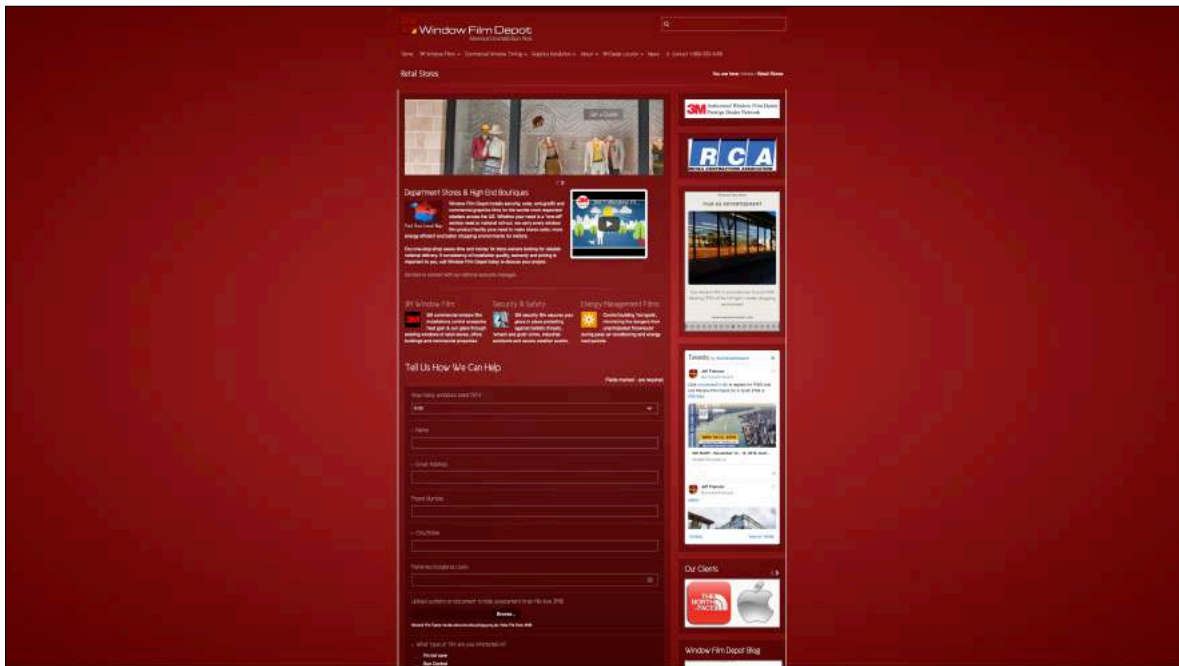


## What to do

Google “Retail store UV film”

Consider creating a buying co-op locally

The screenshot displays the Lumar website, which specializes in solar window films. The header includes the Lumar logo and navigation links for Home, Commercial, Residential, and About Us. A prominent section titled "Types Of Solar Window Films Let In The Light, Not Your Dollars" lists various film types: Clear, Low E, UV Blocking, Infrared Rejecting, and Tinted. Below this, a "What Your Window Film Can Do For Your Building" section highlights benefits such as Energy Savings, UV Protection, Glare Reduction, and Air Conditioning Load Reduction. The "Choose A Solar Window Film Product For Your Project" section features four product categories: Clear Solar Window Film, Low E Solar Window Film, Infrared Rejecting Solar Window Film, and Tinted Solar Window Film, each with a brief description and a "Learn More" link. The footer contains a disclaimer and contact information.





Turlock, California



Exeter, California

## What to do Purchase an “air curtain”



### Awoco 36" Super Power 1400 CFM 2 Speeds Commercial Indoor Air Curtain with Heavy Duty Door Switch

by Awoco

★★★★★ 64 customer reviews | 69 answered questions

Amazon's Choice for "air curtain"

Best Deal

Price: **\$275.00** v **prime**

Free Amazon product support included v

Size: **36"**

36"	48"	48"	60"
<b>\$275.00</b> <small>v</small> <b>prime</b>	\$290.00 <small>v</small> <b>prime</b>	\$320.00 <small>v</small> <b>prime</b>	\$470.00

- Air curtain is NOT an air conditioner. Air curtain is a powerful fan that forcing a high speed air stream over the entrance to isolate the interior and exterior air environment. It consumes less energy than an air conditioner.
- Motor: Adopting the technology of German electrical machinery, it runs smoothly with reduced low noise. Fan Wheel: German electrical machinery design, made of high-tech ABS, powerful wind-force.
- Easy Installation: removable mounting plate and dedicated 2 wires for door switch. Optimized electrical machinery, reliable and safe runs for 5,000 consecutive hours.
- 2 speeds of operation: high speed at 1471 CFM, low speed at 1177 CFM. A HUI/OFF switch to select High/Low speed. 110V-120V 60Hz, 380W Max, 350W Min. Super powerful air speed: 5150 FPM / 2559 FPM. Ideal to keep the fly insects out and isolate the interior and exterior air environment.
- Overall size: 35-1/2"(length) x 10-3/8"(height) x 8-5/8"(depth, front to back). Powder coated anti-erosive metal case. White color. UL listed.

Compare with similar items

New (2) from **\$275.00** v **prime**

☐ Report incorrect product information.



Bluenose Coast of Nova Scotia



Exterior displays

Merchant displays: Two to three feet (60 to 90 cm)



Lodi, California



Ellicottville, New York

Benches & chairs flanked with pots





Fort Macleod, Alberta



Ely, Nevada



Nashville, Indiana



Ottawa, Illinois



Stellarton, Nova Scotia



Pugwash, Nova Scotia



Shipshewana, Indiana



Walnut Creek, California



Michigan City, Indiana



Luverne, Minnesota

## Extensions of window displays to exterior spaces



Portland, Maine



Kosciusko, Indiana



Nantucket, Massachusetts



Hubbards, Nova Scotia





Mahone Bay, Nova Scotia



Canmore, Alberta



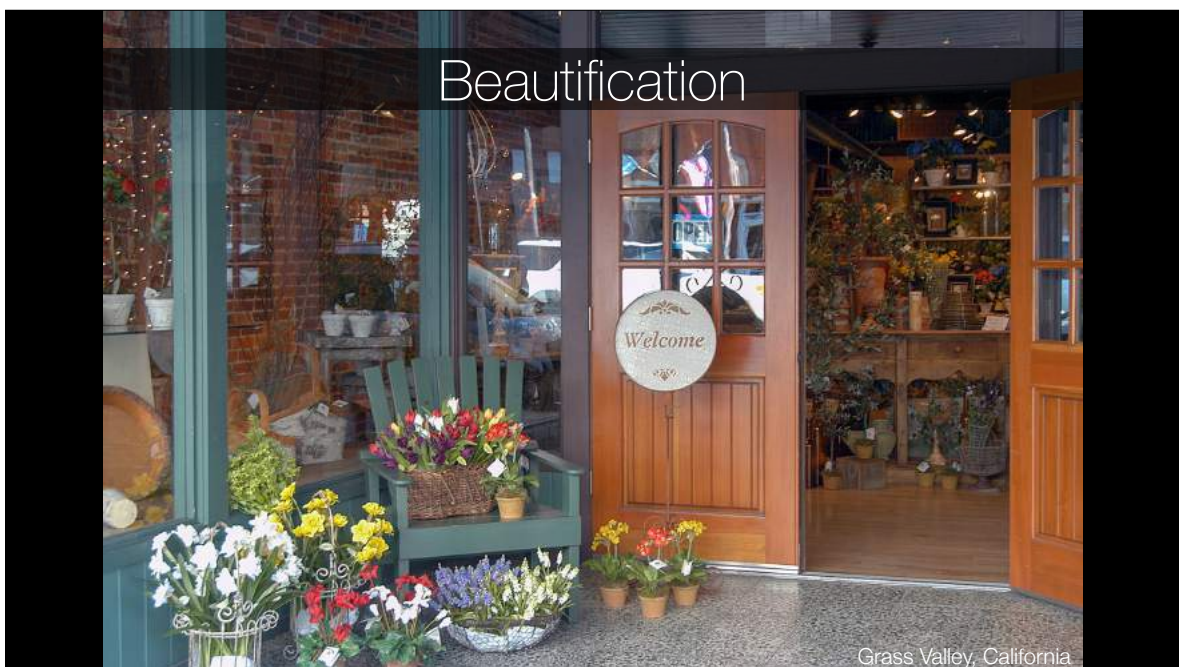
Canmore, Alberta



Canmore, Alberta



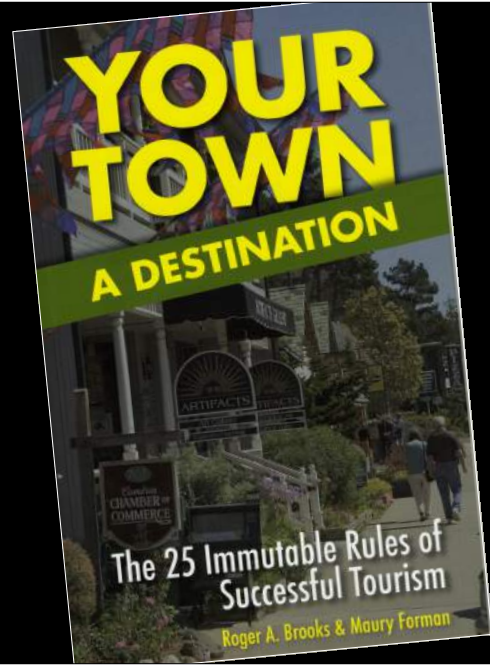
Fallbrook, California



Grass Valley, California



Cambria, California





Gowanda, New York



Shipshewana, Indiana



Balboa Island, California



Alpena, Michigan



Cambria, California



Emporia, Kansas

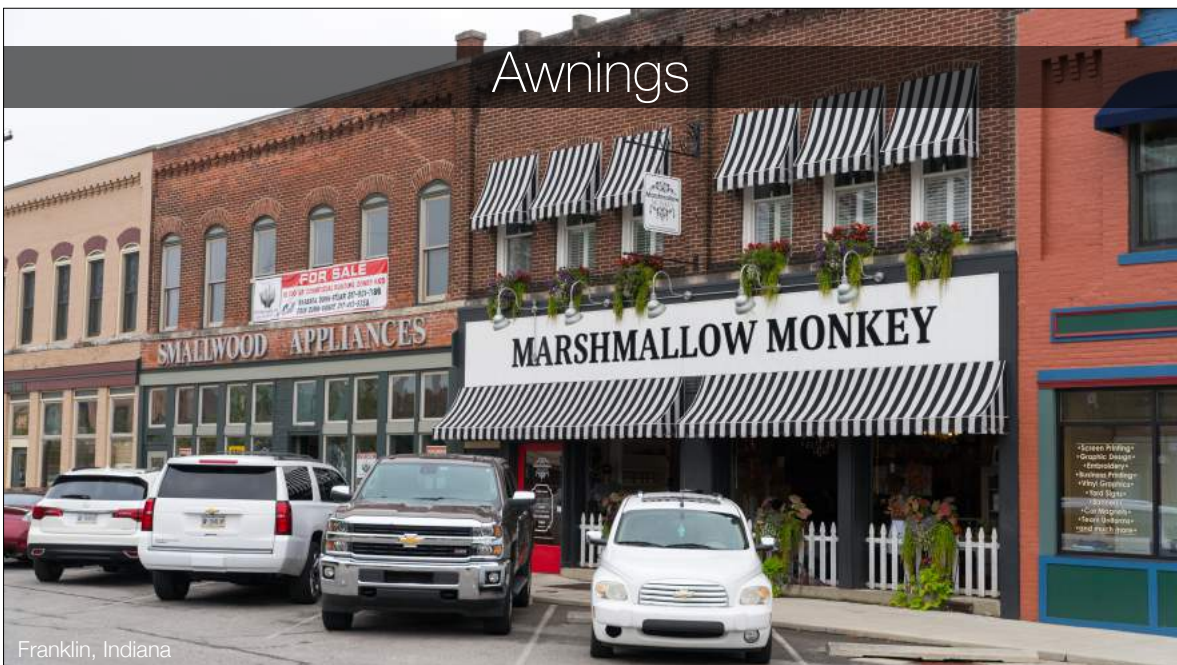


Morro Bay, California





Jacobs Ladder Scenic Byway, Massachusetts



Awnings

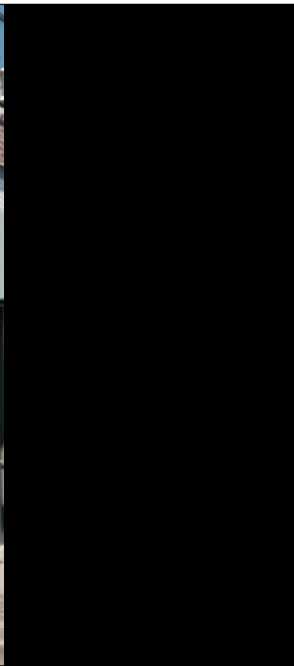
Franklin, Indiana







Lake City, Minnesota



El Dorado, Arkansas



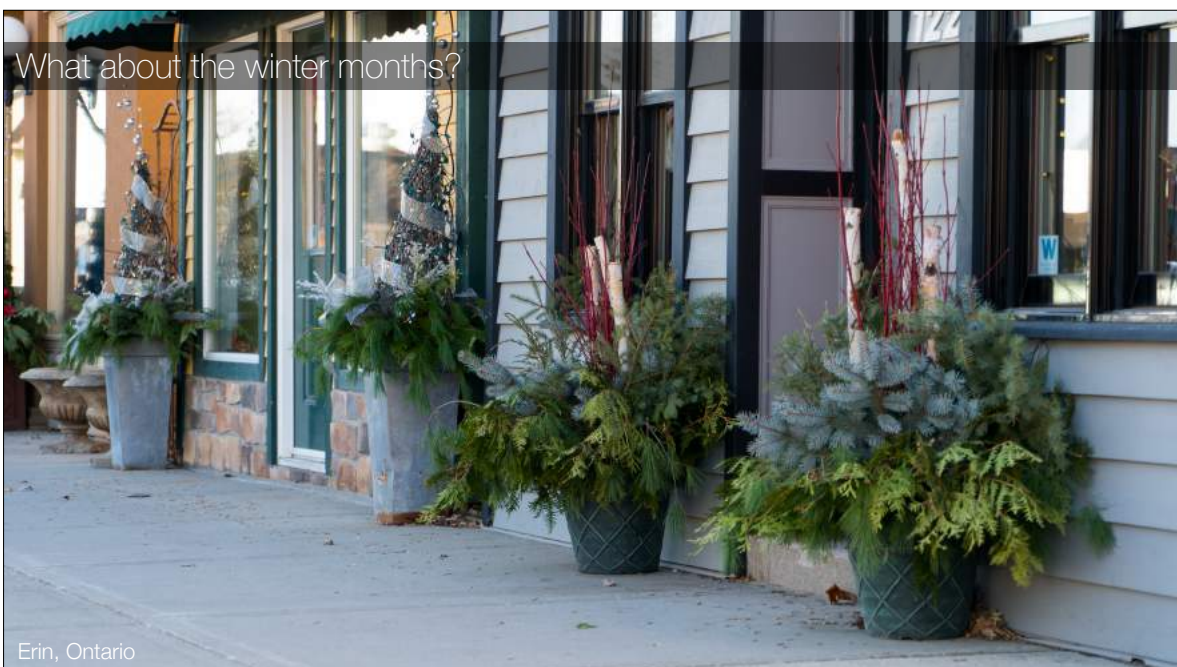








Lake City, Minnesota



Erin, Ontario



Southampton, Ontario



Erin, Ontario



Erin, Ontario



St. Jacobs, Ontario





## Facades







Gold on black always looks "rich"



Peggy's Cove, Nova Scotia



Cheticamp, Nova Scotia



Vacaville, California



Northumberland Shore, Nova Scotia



Thematic facades should always be considered!

Lakeport, California



Kingman, Arizona





Twillingate, Newfoundland



Halifax, Nova Scotia





Winslow, Arizona



Activate your storefront

Hire or invite buskers | musicians | magicians | artisans



Halifax, Nova Scotia



Annapolis Shore of Nova Scotia



Asheville, North Carolina



Asheville, North Carolina



Asheville, North Carolina



Denver, Colorado



Mahone Bay, Nova Scotia



Yahk, British Columbia

Using moving props: Balloons | pinwheels | wind art



Brea, California



Stockton, California



Dublin, Ireland







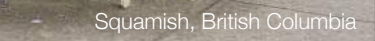
Kellogg, Idaho



Madison, Indiana



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Chester, Nova Scotia



Mahone Bay, Nova Scotia



Mahone Bay, Nova Scotia



Flemington, New Jersey







Tatamagouche, Nova Scotia



Ellicottville, New York





## The list to increasing your retail sales

1. Come up with a great name
2. Make it obvious what you're selling
3. Blade signs | window signs | light up your display windows
4. No negative signs: no restrooms | closed | no food or drink
5. Extend window displays to exterior spaces
6. Keep your shop door open, when possible (air curtain)
7. Color-up your facade. Make it striking
8. Activate your storefront | motion | vendors
9. Use and light-up your awnings. Make them noticeable!
10. Beautify your entire storefront (side to side - no blank spaces)

All of this can be done on a minuscule budget

## Remember

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Marketing will bring customers to you just once. Period.

The **ONLY** thing that brings them back is:

- YOU! And your staff
- The products or services you sell
- The experience: the setting, ambiance, and atmosphere you provide:

All this adds up to: **VALUE**



Here's to the incredible success of your retail shops!



For more how-to resources join us at [DestinationDevelopment.org](http://DestinationDevelopment.org)