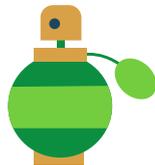


10 steps to prepare your business for the online sales season

The early bird catches the worm: Successful businesses prepare early for seasonal sales. To reach or exceed their sales goals, successful businesses look to create a more positive customer experience. Follow these 10 steps to help your business boost its seasonal sales.



01. Choose the holidays you will participate in

Decide which holidays your business will participate in. It is best to strategically choose the holidays that are going to have the highest impact for your business and your customers. A good place to start could be **Black Friday & Cyber Monday, which this year fall on November 29 & December 2nd** respectively.

02. Develop your seasonal sales goals

Utilize business intelligence reports to review past holiday sales data. This will enable you to predict future sales success by reviewing sales over a specific time period and location. The report should also allow you to appropriately purchase stock based on predicted demand.

03. Determine your seasonal budget

Determine the investment needed for funding your business's seasonal programs. This may range from hiring more staff, to allocating a marketing budget or product development. Money spent to improve the customer experience is an investment that will deliver a return if invested wisely.

04. Establish your seasonal promotions and products

Add seasonal products to better serve your customer's seasonal needs. Holiday products should highlight the "new" and "limited-time" features that draw in your existing and new customers. If you don't have any "new" products, why not bundle some together and promote them as a package deal!

05. Determine your business's marketing campaign

Choose your ad channels strategically, especially during the holiday season. Marketing campaigns have a lot of components that need to be in alignment to achieve the most success, this is why it is vital to begin preparing ahead of time. Increasingly retailers are spreading the saving across multiple days & weeks preceding the classic four-day window, posting Black Friday offers in early November.

06. Streamline inventory operations with backordering to optimize sales

Prepare for the holiday season by utilizing backordering to convert sales orders into purchase orders and directly track the shipping status of those orders. Pre-ordering inventory and fulfilling orders on time will enhance your customer's experience and optimize your seasonal sales results.

07. Map out your returns and exchanges policy

Create or modify your policy for the seasonal sales period. Also determine a holding location for any returned goods so they can be examined before resale.

08. Prepare your fulfillment workflow

Enable your business to fulfill orders faster, in greater volume and at lower costs via automation. Also consider using a third party company, such as Fulfillment by Amazon (FBA), as it will make the process more efficient, especially during high demand periods.

09. Take advantage of minimum order quantity

For wholesale businesses, take advantage of setting minimum order quantities during the holiday season. This will allow your business to reduce prices since you are selling in larger volumes. Experiment and see what works best for your business.

10. Prepare early for shipping success

Prepare your holiday shipping process in advance so your business operations are efficient and productive.



About TradeGecko | tradegecko.com

TradeGecko's inventory and order management software will take all the stress out of seasonal sales periods, by **giving you visibility and effortless control over your stock, orders, and customers all in the one place.**

Find out how TradeGecko can optimize your business for seasonal sales periods by [signing up for a free 14-day trial today.](#)