



Salena Knight

8 Easy Ways To Recover Lost Sales



Overview

So you've spent a whole lot of time, effort and money building your brand. You've made your website beautiful. You keep your content updated, curate great stock and merchandise your store. We all love it when people buy. But what about when they **don't**...

If you have a brick and mortar store you'll be well versed in what I call the "showroomer" or "tyre kicker". They're the folks who come in, touch all the things, ask all the questions and just as you're heading for the till they announce "I'm not buying today". So frustrating.

But did you know, 75% of people who visit an e-commerce website, browse and add things to the cart.... but **DO NOT** buy? That's 3/4 of your potential income, lost.

In both cases, these are shoppers who have sought out what you are selling, selected and then gone as far as putting products in their cart. But don't follow through.

Imagine if you could encourage 20, 30 or 40% of those shoppers over the line or encourage them to buy from you at another time. Imagine what that would do for the revenue of your business.

In this download I'm going to share with you my **top eight tips** for helping customers over the line when a sale stalls or you're left with an abandoned cart.

1. Sync in-store & on-line stock

In-store & on-line

Your flagship may be your brick and mortar store, but EVERY physical store should also have an e-commerce store as well.

As many as 75% of customers want to checkout your products BEFORE they even head into your shop. Think of your online store as a 24 hour catalog!

They're looking at your range, your pricing, your terms, your branding. Customers who have connected with you before they come into your store are far more likely to buy from you.

Likewise if a customer comes in store and then wants to re-purchase an item, add to their purchase, refer a friend or decides to purchase after the event; an on-line presence makes that an obstacle free way to extend their purchase power.

Always ensure your inventory is synced across your physical and online stores. If your inventory isn't up to date, customers may simply head to your competition. If customers can't see it, they can't buy it. Don't rely on people coming into your store on the off chance you *may* have what they're looking for - more often than not they've gone where they *know* they can get it - probably your competition.



2. Capture email addresses

Capturing your customers details means you can continue to connect with them long after they have walked out of your store (or left your website).

In-store

Most in-store retailers freak out when I tell them they have to do this, but the reality is, most customers are happy to part with their information. You simply need to ASK for it and REWARD them for giving over their details. Every person who walks into your store should be added to your customer database (aka email marketing database). Every. Single. One!

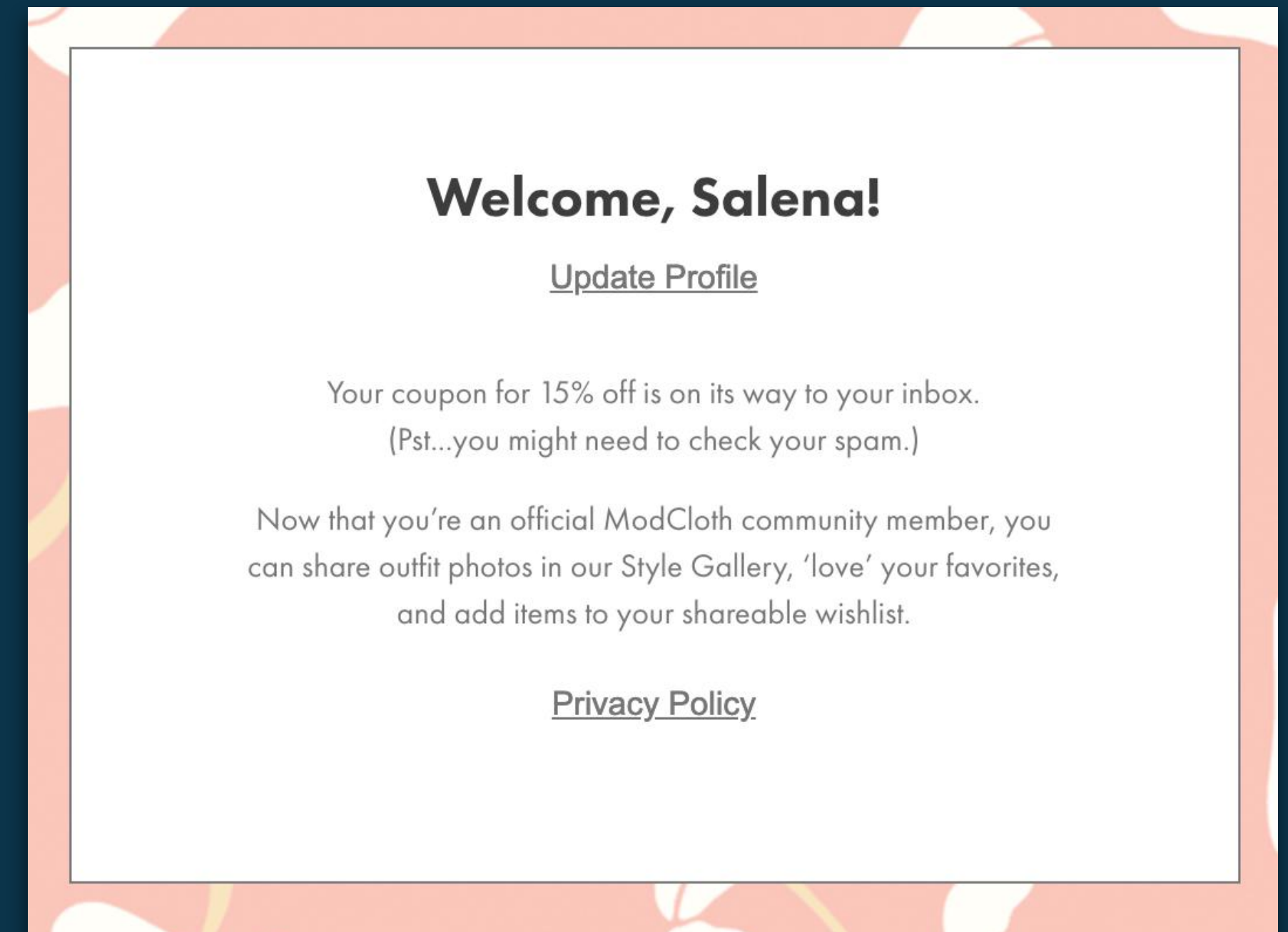
Rewards can be as creative as VIP status, a loyalty program or a competition entry. Or as simple as advising customers you will email their receipt or set up a record so they have their purchase history on file.

On-line

Collect your customers contact details **before** they even get to purchasing.

The sooner you can grab a (potential) customers email address, the higher your chances of converting them into a sale. If they don't purchase, your automations can kick into gear (more about that later!).

Don't fall for the standard "20% off your first purchase" pop-up to capture new contact information. Create a killer Lead Magnet that will turn lookers into buyers **without** sacrificing your hard earned profit.



3. Wishlists, Gift Registers & Quotes

In-store and on-line

Wishlists, gift registries and quotes are simple, low effort, low cost ways of collecting customer data AND ensuring you stay front and centre of your customers mind. Use plug-ins or your POS to create resources your customers can keep to hand.

A wishlist is simply a collection of products a customer likes, often used if a customer is still in the "thinking about it" or research phase of buying. Setting up a wish list offers a convenient way for customers to connect what they want to buy with your store.

A gift registry is a great way to keep your name in front of not just your potential customer but also their friends and family, opening up the possibility to connect and market to even more people.

Not every market is suitable for quotes but if you sell big ticket items or items with a long decision making time, they are a great way of giving the customer something to connect together a specific product with your store.

Remember, customers aren't always ready to buy when they go to your site or come to your store. Creating and maintaining a connection ensures your customer knows exactly where you are, and exactly what you sell when they *are* ready to buy.

The Container Store®

SHOP DEPARTMENTS SALE CUSTOM CLOSETS DESIGN

My Wish List

Start A New Wish List

Name your wish list below and click 'submit'.

(ex. Home Office, Pantry, etc.)

SUBMIT

4. Back in Stock Notifications

On-line

There's nothing more annoying than finally being ready to buy...only to find that the product you wanted was out of stock.

Don't let your customer use their next click to purchase from your competitor.

Implementing a "Notify When Back In Stock" plugin, on your e-commerce platform will enhance your customer experience and potentially save you a sale that could have gone to your competition.

In-store

Don't let a customer walk away just because you don't have something in stock. Offer them an alternative, ask their permission to let them know when it will be back in, give an estimated arrival date or offer to back order an item for them.

Even if a customer doesn't want to commit to pre-ordering an out of stock item, ensure you have a system set up through your POS to ensure stock is set aside and customers are notified if they've been looking for an item. One phone call (or text or email) advising you have an item back in stock could nail the sale. If it doesn't, you haven't lost anything.



5. Leverage FOMO

In-store

Fear of Missing Out can be used as effectively in-store as on-line. Using phrases like;

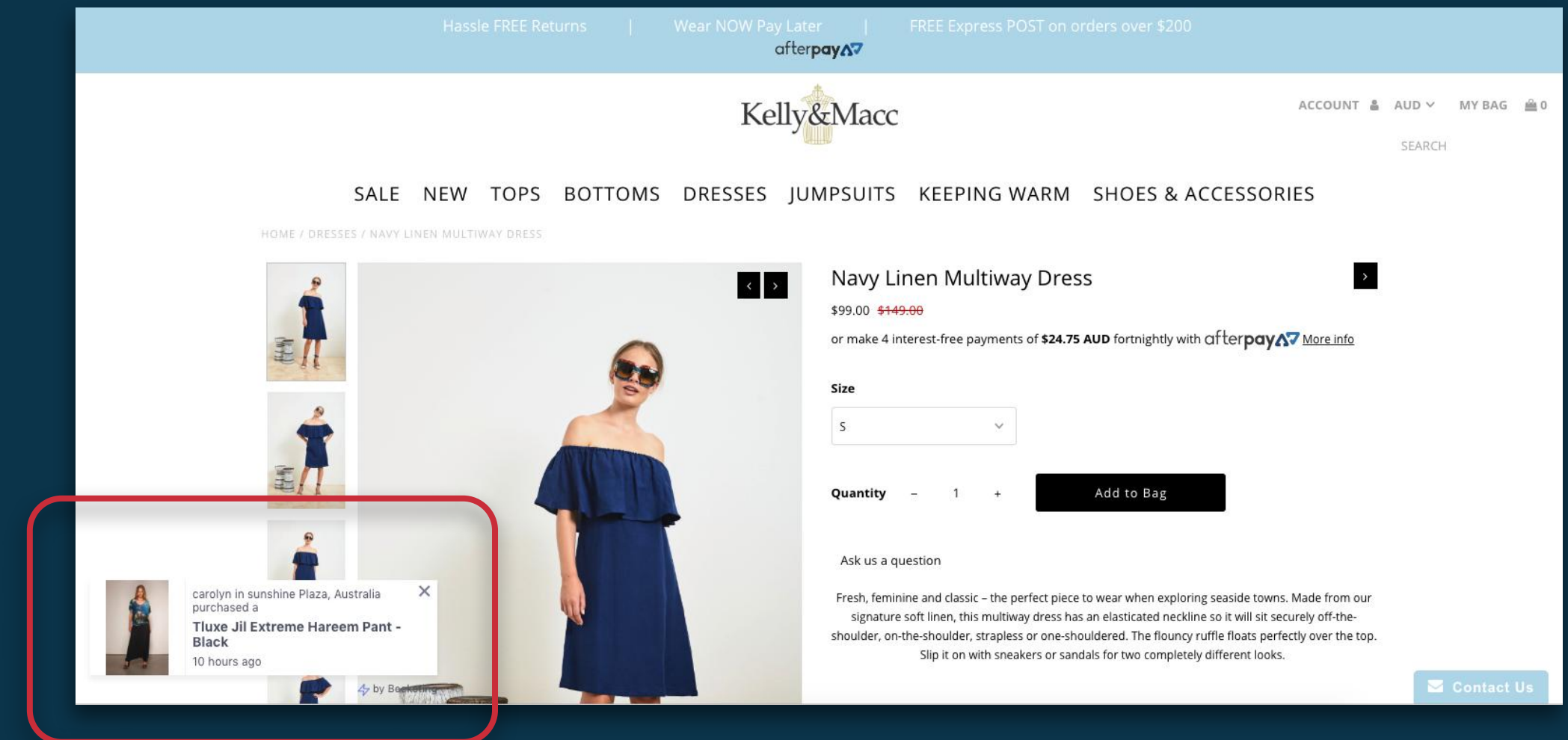
- these sell quickly
- they're our most popular
- they walk out the door

Not only gives the product social proof, it also prompts your customer to purchase then and there. Bonus points for using "if you change your mind you're welcome to give us a call and I'll put one aside for you"!! This gives your customer permission to come back and purchase when they're ready. No pressure.

On-line

A simple plugin that targets FOMO can seriously increase your sales. Also called “urgency pop ups”, can spike a customer’s anxiety levels (especially if something they want to purchase pops up). This drives a customer to checkout quicker.

I have to admit, even as a seasoned marketer who visits a LOT of websites, when I see those FOMO pop ups, I still get that split second moment of “oh, did I want that??!!”)



6. Abandoned Cart Retargeting

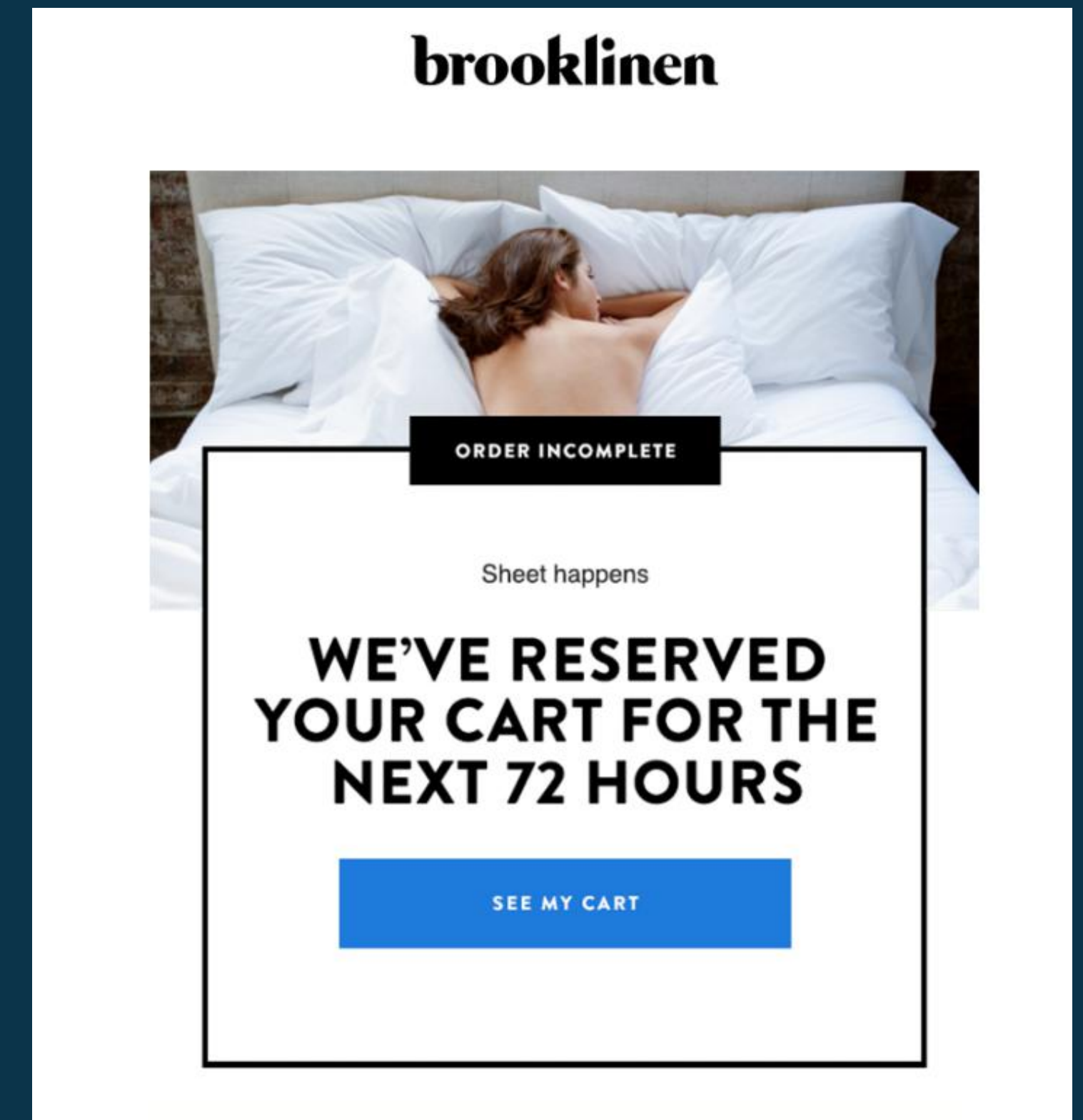
On-line

Some people feel so strongly that customers abandon their carts for a reason and they shouldn't be followed up. But personal AND professional experience shows 10-20% of abandoned cart retargeting emails result in a sale.

Can you afford to throw away that additional revenue because you "*might*" offend someone reminding them they walked away from an item.

I can't tell you the number of times I've added something to a cart and not finalised the purchase. I've been called away, the phone has rung, someone has come to the door, I'm in my car waiting for something, my phone's run out of battery..... a million different reasons. A super simple email a few hours or a day later, alerting me to the fact my item is still there waiting for me has got me back to finalise the purchase.

Remember, just because someone doesn't buy when they add to cart, doesn't mean they don't WANT to buy. With 10-20% resulting in sales, implementing this strategy is a must.



7. Facebook Ads Retargeting

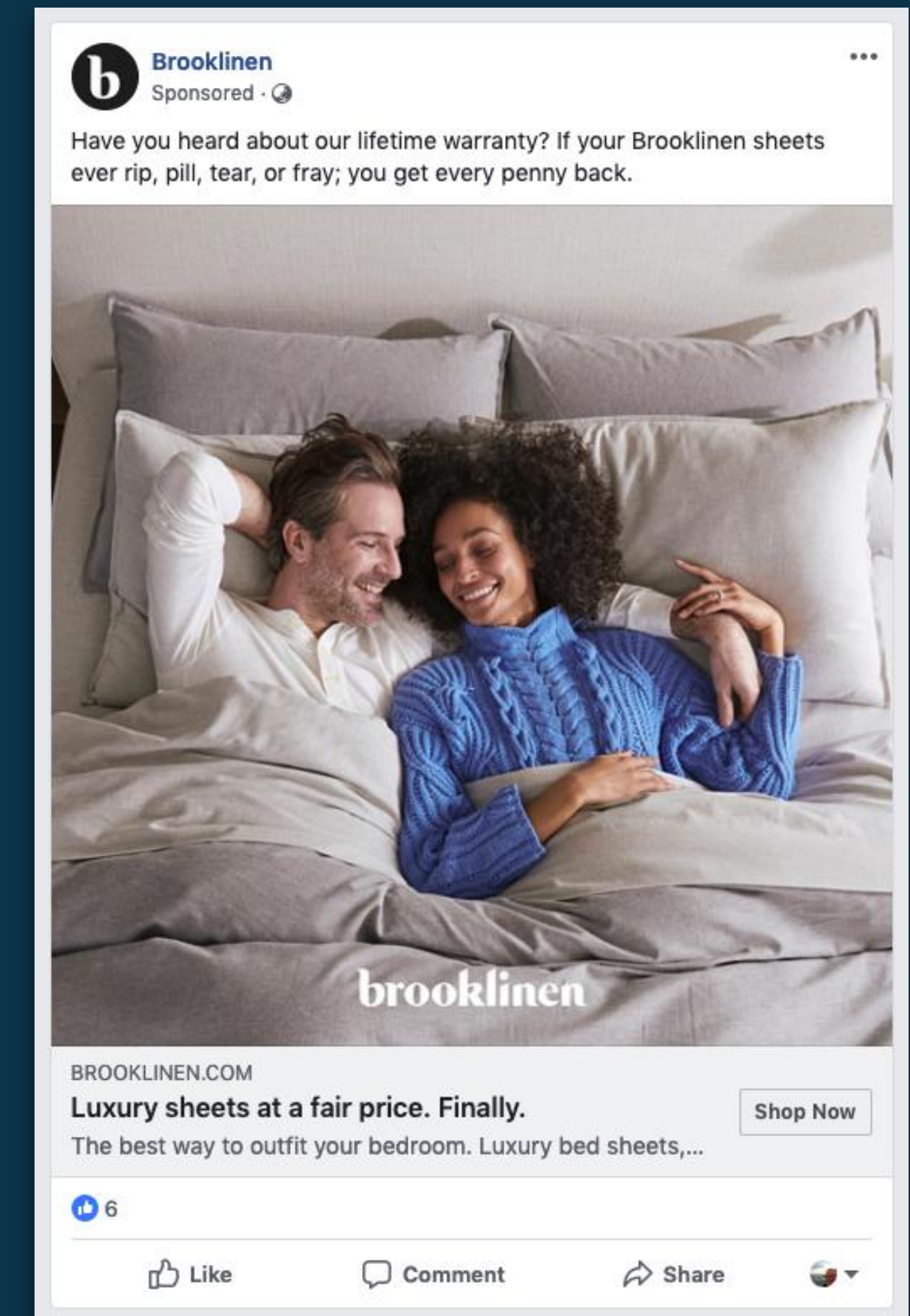
On-line

With over 2.2 billion active users, there's a pretty good chance your customer is hanging out on Facebook.

Setting up a simple retargeting campaign inside of Facebook is an easy way to boost sales.

You can set the campaign to only show people who added to cart but didn't purchase. Alternatively, you can choose to show products to anyone who visited your site.

These customers have a much higher chance of converting, because they're already familiar with your brand and already feel they have a connection with you. Leverage that warm fuzzy feeling customer get when they've been looking at a particular item and then all of a sudden it comes up in their news feed!! It's like the Universe is saying "buy me, buy me"!!



8. Enticements and Offers

What would it take to get you over the line at checkout or add just a little bit more to your cart...?!

On-line

This in-cart offer from Chubbies.com offers customers the opportunity to add another pair of shorts at check out and receive \$10 off! Naked Wines offer their customers an additional 2 bottles of wine for the price of 1 when they check out. Many retailers offer free shipping if you add an additional \$50 of value to your cart.....

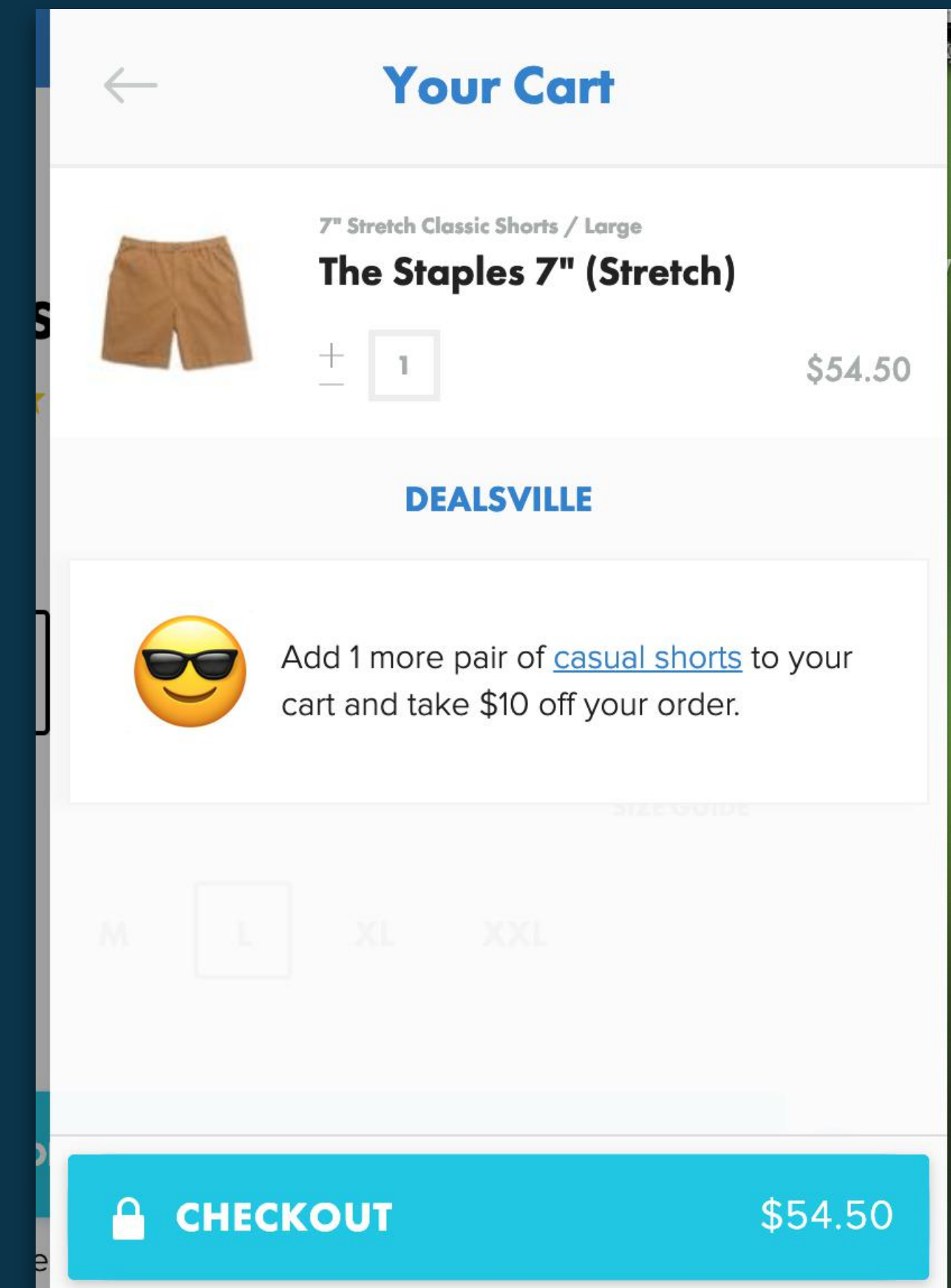
This strategy not only encourages people to finalise the sale but also increases the average order value!

In-store

Nobody likes a pushy sales person, but we all love being offered a reward for purchasing.

Branded goods or consumables make a fantastic upsell in store. At the point of purchase offer your customers the opportunity to add additional item. Using a phrase like "I forgot to tell you about [additional product] which is really useful / goes well with / great when using [product they've purchased]. I'd be happy to add some to your order for [reduced amount]".

What's the worst they can say?



BONUS: personalise

Somewhere along the line, retailers seem to have forgotten how to provide a personalised service.

The way you treat your customers, the values you have built your business on, the information you know about them; these are usually the reason customers come to you, rather than a department or big box store.

Shop keepers used to be known for the information they could hold in their heads about their customers. Now you can use technology to do the same thing!

Use your POS or e-commerce platform to add notes about your customers or customise your information fields. Find out what hour customers like, things they regularly look at but don't buy, what new stock would appeal to them.

Even taking notes on the names of their children or where they work and using them in conversation when they come in store will ensure you stand out from the crowd! Research tells us customers are prepared to pay more for personalised service - so start being a personalisation ninja.



Not sure what to do next...

If you're ready to start recovering lost sales and increase the revenue into your store, but you're not 100% sure of the steps you need to take to do that. Or you simply need someone to walk you through implementing all these great ideas. Grab a copy of the Recovering Lost Sales **Retail Academy Action Plan**.

The workbook this month includes:

- ▶ a step-by-step guide so you can implement an abandoned cart email sequence like a pro
- ▶ an analysis of what a high converting recovery campaign looks like & ways you can use those very same strategies in your store
- ▶ detailed information to help you figure out why and where you're losing customers and actions you can take to win them back

Just \$79

**PURCHASE YOUR
ACTION PLAN NOW**





About me...

I'm Salena Knight, Retail Strategist, Business Coach and founder of **The Retail Academy**.

After more than a decade owning and running a chain of award winning retail stores, I now focus my energy on helping independent retailers, just like you, create profitable businesses that afford them the personal and financial freedom they've been searching for.

If you're sick of trying to work everything out on your own. If trial and error is burning you out. If you've downloaded everything you can find but still aren't making ends meet. I would love you to come over and see what a difference the Retail Academy could make to you and your business.

Drawing on my many years of education and experience, I share with you what you need to know, in order to grow your knowledge and focus your energy. I want you to become the competition, not just stay ahead of it.

If you're ready to stop working your butt off and start enjoying life again The Retail Academy is for you!

There's nothing in the world like it. Come and check out what we do.

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INFORMATION](#)