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**MORE WAYS TO
SELL MORE FABRIC**

WITH COMPLIMENTS FROM THE TEXTILE PANTRY

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WWW.THETEXTILEPANTRY.COM

#1 "CLEAN UP THE ACT"

Rearrange, Repack, Relabel and Freshen up Remnants in crisp clear bags rather than bundles in a clearance bin. Have a daily or weekly check list for keeping floors, shelves & windows clean. It's a dirty dusty business stocking fabric!

#2 CHRISTMAS STOCK SALES – FREE DOWNLOAD PATTERN PRINT OUTS

Find Free Download Patterns for Stockings, Tablerunners and Decorations, kit them up and run demonstration days and workshops. Check out our Festive Basket and Stocking at www.thetextilepantry.com

#3 THEME IT UP

Run promotions and sales with a theme, Christmas, Mother's Day, End of Winter, Birthdays.

#4 BE THE EXPERT

Be the "Go To" Expert. Get the Respect from your Customers and Make it Work for You. Network with Industry Experts on Social Media and at Trade Shows.

Get your photo taken with them and name drop! You want your customers to think you are well connected and the best person to ask advice from.

#5 MAKE IT PROFESSIONAL – LABEL YOUR STOCK AND YOUR STAFF!

Make sure you and your staff have name badges, it's so important to personalise customer service.

#6 BUNDLE IT

Not Everyone can put colours together, so create some Impulse buys with Precut Bundles of Fat Quarters or Strips. Get staff to make these up when its quiet in the shop from slow moving stock rather than always paying a premium price for Pre cut bundles from suppliers.

#7 COUNTER SALES

Turn Pattern stock into Kits. Small kits become impulse buys on the counter. Buy kits to save time if you're busy, and have something new on the counter on a regular basis. Buying just a few ready made kits is also a way of researching what your customers think of new fabrics, designers, colours and styles. Please check out our counter kits in each of our collections on our website www.thetextilepantry.com.

#8 HAPPY STAFF = HAPPY CUSTOMER

Your team are just that, a team, not just staff, so encourage them to put forward new ideas for shop displays and workshops, demonstrations and give aways. They will be more engaged with the customers and get a lot more job satisfaction out of working for you, if they feel like they are contributing to the customers experience in the store.

#9 GIVE CLEARANCE FABRIC A PURPOSE

Don't just roll it up and tie it in a bundle! 4.5m / 5yd plus lengths label as Quilt Backing. Anything over 50cm / 20" in a simple design is a bag lining or binding. Plain fabrics are backgrounds and sashing. If you label it with a suitable use it adds value and its more likely to sell.

#10 WEAR IT

Look for simply clothing patterns that work well with cotton fabrics and make samples for the shop. Even wear the aprons and jackets in the shop so you are a moving display!.

#11 DEMO IT

Everyone loves a free demo, so schedule in random demonstrations in peak times or better still in quiet times to bring more customers into the store. Paper Piecing, Bias making, ruching and inserting zips are all the classics but these are also very popular. Link up demos with patterns and fabrics you have in the shop.

#12 CLUBS

Clubs provide a regular income and take the "bulk" out of your coordinate collections. If you have the room, In Store club pick ups at a regular time each month guarantee customers come in and buy extras while they are there.

#13 SOUVENIR IT

Pack and Label Fabric for Counter Sales with your Shop Name and contact details including Facebook and Instagram if you have them. If you don't have your own logo or brand as yet, you need to get one! Its so important that customers remember where they bought a fabric so they can buy more if needed. If it's packed up, it's a souvenir from their visit just as much as a handy piece of fabric.

#14 EXTEND YOUR ON GOING COLLECTIONS

If you have invested in a big collection, don't let it die! It only takes the addition of one or two bolts of fabric to make a collection fresh and suitable for more projects. If you stock our ongoing collections like Under the Australian Sun and Melba, we have these in stock all the time with new additions each year, for other collections, add in some tone on tones that will work for sashing and binding.

#15 ADD VALUE, DON'T TAKE IT AWAY!

Reducing the Price of Fabric or Kit will more times than not reduce the customer's perception of its value. So instead, give them something if they buy it.

Eg. Buy a bag kit with a zip, and get a free ticket to a demo class on how to use zips valued at \$30.00!

#16 STOCK ROTATION

Keep you and your business fit by moving stock around on a regular basis! Put new stock featured in this week's newsletter near the door, recent additions in the window with projects and upcoming classes using them. Older stock on shop shelves which gets rearranged and reviewed every couple of weeks.

#17 LABEL IT

Simple Labels engage customers. Let them know with a little sign or label if its new, there's a pattern available that features it or if there's a special deal it's part of.

#18 BE THE BRAND

You work too hard not to have your own look. Brand yourself with a colour and a font that you can then use for everything from labels, your shop sign, name badges, business cards. People can easily identify with you through colour and font, just think Kraft Blue and Cadbury Purple. You are never too small to have a full on look and brand so invest some time and have fun creating your own business identity.

#19 RETAIL RANGE DEAL

Retail customers will like a range deal as much as you do! Offer a give away if they buy so many metres from one collection. Chances are they will pick a pattern and buy all they need for it. Check out our Matilda's Medallion pattern at www.thetextilepantry.com as a classic example of how to use a fabric range. This is a better deal for you than offering a 10% discount, but you can do that too!

#20 KEEP IT FUN! LOOK AFTER YOURSELF FIRST – THEN THE CUSTOMER

Make sure you look after yourself, both physically and mentally, and in turn, look after your staff. Customers can tell when they walk into a shop whether it's a happy place or not, and for all concerned and the future of your business, that's vital. Make sure you get to sew on a regular basis a project just for you. That alone, will keep you well balanced and happy, as that's how this whole thing started, right?!

