



20

WAYS TO SELL MORE FABRIC

WITH COMPLIMENTS FROM THE TEXTILE PANTRY

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1. BOX IT UP

Turn a Pre cut collection of Fat Eighths or Fat Quarters into a Present by Popping it in a Box. Find a Wholesale Florist Supplier on line or near you, the small high gloss boxes they use for small arrangements are the perfect height for folded fabric and are very reasonably priced.

2. THE FLOOR FREE CHALLENGE!

Anything that is sitting on the floor, will always be perceived as not as valuable as something sitting on a shelf. Food companies pay premium to have their products mid height on supermarket shelves so the customer sees their product the most, so it's time to commit to getting everything off the floor! If you don't have enough shelves, have a sale or buy more shelves, chairs and tables. It looks better, its in the customers line of site and its safer for all.

3. CREATE SOME CONFIDENCE ASSURANCE

Assure your customers they are in the right place when they arrive. Good signage outside, Welcome Sign inside, and have the newest fabrics or project featured in your latest newsletter on the table where they walk in. It gives them a warm feeling of assurance and confidence they are Welcome and in the Right Place. Tell Them What You are Going to Show them in store – Then Show Them!

4. CREATE SOME CONFIDENCE

Never say you can't help. Supply what they need or Refer them to Someone Else. Customers must have Confidence that you can help to ensure they will come to you first. Refer to another store, a distributor, or even another customer who might have in their stash what they need, but never turn them away with nothing.

5. WHAT'S YOUR "THING"

Be Known for Being the Best Stockist of Something! Bag furniture, Widebacks, Under the Australian Sun fabrics, Templates, make it something you like working with and stock up, make a big deal about it and link to demonstrations or workshops. Even if it's the quality of the cake and coffee you serve with workshops, be known for being the best at something. The last thing you want is this: "what does she have in her store?", "oh nothing really stood out, just a bit of everything".

6. DON'T CLASH WITH THE STASH

Don't let your wardrobe compete with the Merchandise! Have your staff dress in solid colours that compliment your store. Multi coloured bright pastel dresses don't belong in a store or on a stand at a show if you stock civil war prints! Remember your quilts and fabric displays are a backdrop for you, and it messes with the customers perception of your store, fabrics, projects etc if your attire doesn't compliment. Neutral colours with an apron in the latest fabrics in store is always a winner if you have time too!

7. SAMPLES MEAN SALES

It's a fact, Samples sell Fabric and Patterns, so make the time to make small projects or sample blocks from big quilts, but be kind to yourself, there's no clone machine available yet! Handbags are especially a winner to sell kits on impulse buys as are Christmas projects, Cushion and Tablerunner kits.

8. ADD SOME CULTURE TO YOUR BUSINESS

Everyone loves a theme to perk up a workshop, and we specialise in themes with a Cultural Influence as an example. So here's our Ideas! Under the Australian Sun project – serve Bush Tea, Anzac Biscuits, Lamingtons and pop on some INXS or Man from Snowy River Music depending on your students!

Melba project – white Tablecloth, cake stand high tea, nice cups and saucers and a little Glen Miller jazz.

Summer Palace project – Jasmine Tea, Fortune Cookies and present small projects in small bamboo steamers or noodle boxes.

9. BUNDLE BUYS

We all think of bundling fabrics together to sell, but try giving bundles a focus and purpose.

Bag Starter Pack – Plain Black, Bag Batting, two or three metallic gold coordinates and a zip.

Workshop Essentials – fabric pen, pins, pincushion or pincushion kit, sewing tote pattern, four fat quarters of small prints.

Art Quilt Packs – box up fat quarters from ends of bolts in batiks, ombres, geometric and tonal prints.

10. MIX'N'MATCH PROMOTIONS

Set up a "Bag Buffet" for a pattern that takes two fabrics and let the girls pick and choose which two fabrics they put together for their kit! Chances are they can't decide and will buy more than one.

11. BE COMMUNITY MINDED NOT A COMMUNITY SERVICE

Don't invite sewing groups in, go out to them. They take up space and time and usually only buy on the first couple of visits, then they sit and share information on other shops and websites! Go out to groups, give talks, take pop up shops, meet them on your terms when you have time and their full attention in a more formal environment. Don't give discounts to guilds, you wipe your profit across the board, instead, donate a prize and be seen to be supportive and generous.

12. THE THREE STAGES OF SELLING FABRIC

Tell Them It's coming – Create Demand with Posters in Store, Newsletters, Social Media.

Tell Them It's Arrived – Create the Event with display table, talk, morning tea.

Tell Them What to Make with It – Demonstrations, Patterns, Kits, Workshop.

13. FREEBIES ARE A MUST

And remind your suppliers of this! Request / Demand Help with Marketing the Fabrics they Sell You! Posters, Free Download patterns, Logo files, Sample Cards, Whatever you can get to kick start selling a product Before it arrives.

14. WHATS IN IT FOR ME?

Range deals are great, but they don't sell Fabric! Hassle and Prioritise suppliers that not only supply on time, but loan you quilts and bags to help sell their fabric and pattern ranges.

15. YOU CAN'T BEAT A FREEBIE

You can't beat a Freebie! Don't devalue your store but lowering prices, Value Add by giving things away. Items that a slow selling, items you can pick up cheap from a supplier on sale and list it's value at full price.

16. SET THE MOOD

Good Music (not talk back radio), Good Smile (fake it if necessary) and a Good Cuppa (buy a coffee pod machine, good tea bags, nice containers). It's all about feeling welcome and staying a while.

17. IT'S NOT "JUST" A SALE

Remove the word "Just" from your vocab at the counter. "Just that today?" is a put down, "what a Lovely choice, is there anything else I can help you with today?" is a compliment and on sell suggestion.

18. HAPPY BIRTHDAY TO YOU!

It's an Oldie, but a Goodie. Birthday clubs remind your customers you are there giving old fashioned personal service, send them a card, with a discount voucher, and they will be in soon to use it!

19. BE A SHOW OFF!

Exhibit your own work or your staff's work at shows, near and far, get photos, show them off. It's important your customers remember you too are a Quilter with an addiction for fabric! You must be one of their inspirations for creating, sewing and buying more fabric.

20. THANK YOUR CUSTOMERS – BIG AND SMALL!

At Christmas or on your Shop's birthday, don't email it, Do it in Store! Have a little Pressie for Everyone that buys something, Invite them to drinks, VIP evenings, reveal what you are doing next, make them feel part of it all.

And on THAT note, thank you for being one of our VIP Textile Pantry Customers!

