



*TIPS for*  
Religious Retailers

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**McVan**  
THE PRIME MANUFACTURER  
*of fine religious gifts*

# Tip #1

## *Keep your store fully stocked.*

It is very tempting to avoid running up bills during slow times. **Empty shelves and displays** could potentially **discourage customers from returning** to your store in season.



# Tip #2

*Don't try to be all things to everyone.*

It is very **costly to carry items that very few customers want**. Use your resources for popular goods and special order when necessary.



# Tip #3

*Make sure prices are visible  
on merchandise in locked displays.*

Many customers are uncomfortable asking for a price or just don't want to take the time to find a salesperson. Visible pricing removes *"price mystification"* making it easier for the customer to purchase.





# Tip #4

## *T*reat your customers like gold.

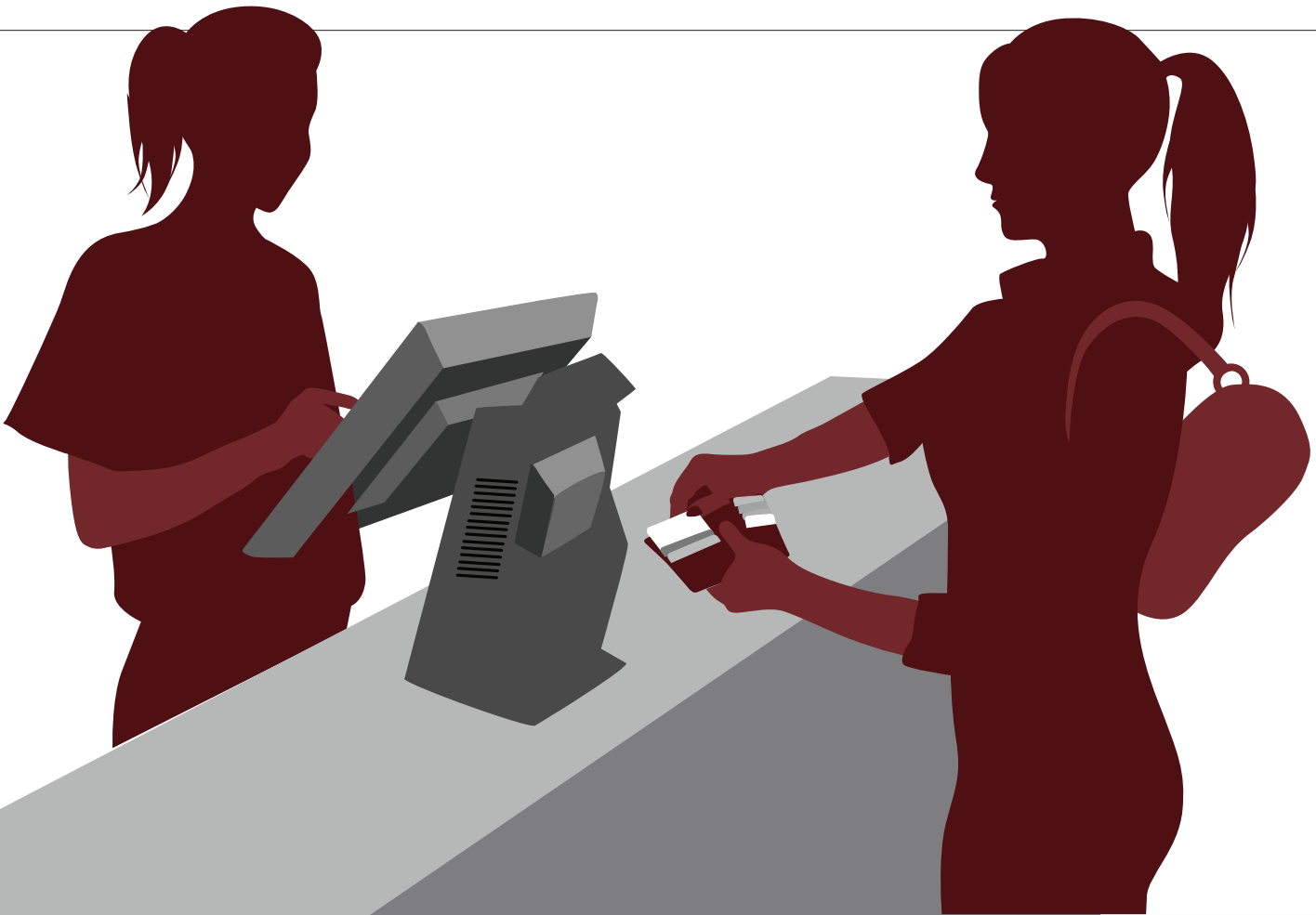
Superior service and **understanding your customers' needs** will make your store a destination. If you and your staff can accomplish this, your store can grow by word of mouth. You will also save money on advertising.



# Tip #5

*Understand what your customer is buying and at what price points.*

Sometimes your **customers look to you for advice**. Ask if there is an occasion that they are buying for and what price range they have in mind.



# Tip # 6

## *Manage your stock and merchandising sale items.*

If a product is not selling, reduce the price. Even if you sell it below cost, the money is of far better use bringing in fresh goods. **Sale items should be in a specific location.** Placing your sale items in the back of the store prompts customers to walk through the regularly priced merchandise before coming to the sale items. **Storefront sales signs will also increase traffic flow**, giving regular and new customers a reason to shop in your store.



# Tip #7

## *Communicate with your customers.*

At the end of the day **people buy from people**. Convey your culture, customer service, new items and promotional offers via email marketing. This will serve as an updated newsletter and website blog. Advertising executives have known for years that **awareness and preference is won through frequent communication**.



# Tip #8

## *Make the internet your friend.*

Many retailers feel threatened by online resellers. Successful retailers have flourished coexisting with TV shopping and catalogs. Stores are not becoming extinct. **Consumers still want to physically see the product** and be able to hold and closely examine it. In retail sales, **instant gratification is king.**



# Tip #9

## *Selling products online.*

Any company who is successful at this will tell you it's a major endeavor. **Partner with suppliers** who can **easily** provide you with spreadsheets and images making it easier to **add merchandise to your website**. Make sure your suppliers provide drop ship services so you can offer a larger selection of products without keeping an inventory on them.



# Tip #10

## Change it up.

Changing your store around frequently gives the impression of new product arrival. Many times **customers do not see everything on their first visit**. Changing it up will give your store a fresh new look.



# GROW *with* McVan

*Our commitment is to your team's success!*

*Reasons why McVan is the #1  
choice for over 2,000 resellers*

- Easy-to-Use Online Ordering System
- Dedicated Customer Service Specialists
- Lifetime Warranty
- Wide Selection of Religious Products
- New Product Innovations
- Training & Coaching
- Point-of-Sale Programs
- Fast Turnaround

