



The Top 10 Attributes of a Successful Retailer

- 10) Know your product and how it meets the needs of your customers.
- 9) Have a Unique Brand. Make sure it is reflected in the details of what your store looks like outside and what your customers are met with inside.
- 8) Get involved in the community – become indispensable.
- 7) Understand the financial aspects of your retail business.
- 6) Promote health and safety to your staff. Imagine your day without your key staff member.
- 5) Customer service! Be aware, listen to customer needs and respond. Visit the competition and educate yourself.
- 4) Connect with staff. They are your most important asset.
- 3) Have a clear understanding of why you are in this business and what you wish to accomplish.
- 2) Develop and stick to a strategy to achieve those goals (it's ok to say no.)
- 1) Change must begin from within.

Mark Startup, President & CEO
Retail BC
Phone: 604-730-5252
Email: mark@retailbc.org