



MAXIMIZE YOUR SALES IN THE NEW YEAR

The new year offers business owners like you a great opportunity to buckle down and drive sales harder than ever, but to take full advantage, you've got to be ready.

Check out our [top tips](#) on how you can make the most of the year ahead.

Be prepared

From checking inventory and planning promotions, to making sure your business can handle the seasonal workloads, planning ahead will serve you well. Consult last year's financials to preempt these times so you're ready to make the most of them.

Step up your customer service

Your people are your brand and business, so it's essential they're trained to represent you to the best of their ability, even in the toughest of situations. Give guidance on dealing with 'difficult' customers in the heat of the moment.

Get your best staff in front of customers

Make sure your best staff are on the front line at every opportunity. Get your customer service superstars out there in front of shoppers driving added value, rather than picking up back-office tasks.

Cross-train your staff

Developing multi-skilled staff can be key when your business gets busy. It lets your workers step-in where needed and help to cover areas that may be overwhelmed.

Reward your staff

Providing an incentive, like extra time off for a financial reward, helps your staff maintain a high standard of service when their workload increases. A happy worker will give their best.

Invest in high-quality hourly staff

You can't afford to be short staffed at any time of the year. Consider hiring hourly workers to protect from absenteeism, maintain your business's high standards and maximize your revenues.

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