

## Top 10 Tips for Retail Professionals

- 1. Give customers a reason to come:** The opportunity for many retail outlets within the Association is unique, because we are not just retail outlets but Biblical Worldview Learning Centers and Creation Locations, where guests can experience God's creation first-hand. You may consider giving a discount on admission when a certain amount of product is purchased from your store. Also, help empower your team for excellent customer service by beginning every day with a time of staff prayer and sharing praise reports to encourage one another in the faith, allow the joy of Jesus to shine through you and your team in a way that impacts those who visit your location. Our seasoned experts can provide you with customizable retail consultation to help you meet your needs.
  - 2. Motivate customers to action:** Keeping a theme may not be a terribly difficult task as we work to advance the Biblical worldview, however, you may consider changing your theme every so often in order to bring attention to a new addition or exhibit at your location. Also of importance is product placement and digital signage that can lead to increased engagement, consider featuring video display screens throughout your exhibits that show clips of DVDs and a sample copy of the title available for sale at your store.
  - 3. Be relevant in your community:** The unique opportunity we have through community outreach as local, faith-affirming learning locations can help us stay engaged with our communities by offering classes based on book or DVD topics, featuring resources at special community events for attendees to purchase at exclusive event discounts, and bringing in certified speakers and authors to enhance guest experience. Additionally, we work to provide such engagement on a national scale through IAC Interactive Events.
  - 4. Improve supplier collaboration:** It is critical to continue improving collaboration with your suppliers, as new products come to market and existing products continue through their life cycle, ensure that your location has the most up-to-date information available in the market. Our cooperative helps you gain access to trusted suppliers and a vast distribution network.
  - 5. Bring desired products to market faster:** Ensuring that you are up-to-date on the market as a whole is of great importance and allows you to help meet demand with supply to more quickly engage the market by procuring products faster.
  - 6. Improve information sharing with other retail professionals:** Staying connected with professionals in your field is vital, especially when it comes to sharing best practices, market updates, and ideas for advertising certain products.
  - 7. Participate in our information hub:** We provide you and your team with services that help you to share and collaborate across the cooperative in a way that is easy and effective. Stay on the cutting-edge of market trends and research with us.
  - 8. Recruit, interview, and on-board workers quickly:** We offer Human Relations solutions for your team, providing you with our free employee pre-screening service, as well as giving you access to our complimentary recruitment portal so that you can post job opportunities that will reach qualified students from the top Christian universities. Whether for the summer, part-time, or full-time; these great services enable you an easier on-boarding process to grow your team whenever you need.
  - 9. Connect online with offline:** Did you know that you can easily manage store operations online? We would be glad to help you with tech related questions regarding how to use Google Drive to manage your inventory, WaveApps for accounting and payments, and DonorBox to provide streamlined stewardship services for your guests. These are a few of the back office systems we use here at the Association, and we hope you can join us!
  - 10. Tell a story:** God writes stories, and we get the privilege to tell them every day! Keep pointing people to Jesus, and maybe even keep a journal of the wonderful things the Lord is doing at your location, so you can share these encouragements with others.
- BONUS: Leverage your membership:** The International Association for Creation exists to bless those who serve others, we want to help you get the most out of your membership. We are glad to provide you and your team with professional development opportunities, trusted certification and great value-added benefits such as complimentary retail support services, an interactive national marketing platform for guest engagement and local targeted marketing tools, as well as advocacy and legal defense, let's work together to point people to Jesus!

*Top 10 Tips for Retail Professionals is brought to you by:*

