



POST THESE
TIPS ON YOUR
BULLETIN BOARD!

BIZ TIPS



Prepare for the Party
Nov 27th:
Clean your sidewalks
and building fronts!

Enjoy the Christmas, holiday experience!

The holiday season can be a difficult time, but it doesn't have to be. Here are some suggestions for seasonal survival.

Merchants, this is an important time of the year as about 40% of the years sales happen in these last few months, the goal is to maximize those sales. Prepare your team for doing this, you want them to be trained and enthusiastic about going the extra mile and providing exceptional service. Hold a brain

storming session to develop ideas and strategies and pass along training tips. When you get everyone working together it is amazing the great ideas you will get. Team developed strategies are successful because they are generated by the people who are in the trenches, so to speak. The team will be implementing them and they understand the problems and opportunities presented every day. That ownership is going

to generate enthusiastic buy in and the energy needed to have a successful season. During your strategy session you should also set specific goals to work towards, optimistic and attainable goals. Perks and incentives should be worked into the plan, these don't have to be big and expensive, it is more about the recognition of a job well done.

It is also important to address the issue of staying healthy and happy during this busy season. Create a mental and physical wellness plan to avoid burnout and loss of that great energy we have developed. Team members need to have breaks for fresh air, exercise and relaxation, this is hard to do in a busy day but it is necessary and productivity levels will actually rise. Make your work place an enjoyable and fun environment. Work and amusement can be combined without affecting efficiency.

Be sure to include customers in your banter, most everyone enjoys a sense of humour and you don't want to isolate them

when conversing with staff.

Wrap up the season with a post Christmas meeting to review team performance and celebrate the successes. From beginning to end the team is all in it together. Have a great holiday season!



MERCHANT FRAUD EDUCATIONAL SESSION

Protect your business and customers from counterfeit bills and pinpad fraud!

Wednesday, Nov 19 • 7:30-9:00pm
Comfort Inn, 1810 Rogers Place

Admission \$5 - bring all your staff with you! Bank of Canada and INTERAC reps will be on hand. Reserve by calling the Chamber at 250-372-7722.



DOWNTOWN WORKER POPULATION SURVEY

KCBIA and Venture Kamloops are compiling data on the daytime population of our downtown core to determine the number of people working downtown. Take a moment to fill out our survey on bottom of home page of www.kcbia.com



Desert Sound Harmony Choir sings for customers inside one of our party stores during the Lights in the Night Christmas Party 2007. Be sure to join the fun this year November 27th from 4-8pm Downtown!

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Before the winter cold hits,
please clean all of the
graffiti off of your building!

Stressful customer and staff situations

Tips for Employees:

If you are faced with an unpleasant or stressful situation you should try, if possible, to politely remove yourself from the area. If this is not possible, here are some tips to help you defuse the situation:

- Do not respond in kind or try to convince the person that he/she is wrong. This will simply escalate the problem.
- In cases of verbal abuse or inflammatory statements, do not react.
- If a person is agitated or angry and that anger is directed at you, remember to stand in a neutral position with your hands at your side. Remain calm and maintain eye contact.
- Speak respectfully, calmly and slowly. If possible, get the attention of somebody nearby and ask him or her to get a manager and/or owner.

- Do not ask the person to calm down.
- If you are made to feel uncomfortable because of the actions of others, discuss the issue with a member of the management team or the owner. Together you can maintain a workplace where everyone feels comfortable and respected.

Tips for Store Owners and Managers

It is inevitable that personality clashes will occur from time to time between co-workers, or customers will become aggressive for one reason or another. As a store owner or manager, you can do your best to reduce these occurrences by following these tips.

- Develop policies that ensure your employees behave in a fair and respectful manner towards customers

and co-workers.

- If there are only a few sales associates in the store you may want to post a list of emergency phone numbers by the cash register that your staff can access in cases where assistance is required.
- If you or one of your employees is alone in the store, you could organize a buddy system with adjacent businesses in your area. This allows you to phone someone who can be in your store quickly if assistance is required.
- If your store is in a shopping centre, contact your property manager to inquire about its policies and security measures within the mall.
- If you and/or your staff experience harassment, call the police.

Taken with permission from the
Salmon Arm Downtown Improvement
Association's Shop Talk.

Renew your BIZ CLUB membership!

Invoices will be mailed out in December to all of our current Biz Club members. Your \$20 membership fee must be paid before the Annual General Meeting in order to be a voting member.

Your benefits include:

- A monthly e-newsletter to keep you up-to-date and informed on all of the current events and developments.
- Highlighted business listing in the Downtown Guide & Directory
- Listing on the KCBIA website in the Business Directory
- Entry in a monthly free profile draw that showcases your business in the Downtown Echo newspaper - KC Biz Quiz.
- Access to the KCBIA network for broadcasting information, events, leasing, etc.

Sign up today! Just go online to our website: www.kcbia.com