

How to make this Christmas your best ever



## Exercise

### Motivate your Customers – Gift Ideas Competition

Have your customers go round your store and fill in their 5 favourite gifts.

One for themselves and 4 for other people.

Draw out a daily/weekly winner. Use the ideas to help other customers with gift suggestions.

(This encourages your customers to browse in your store looking at gift ideas while doing other shopping.)

Christmas competition – gift suggestions	
Self	
Family member – approx age range	
Workmate/School mate	
Aunty/Granny/Mum	
Friend – approx age range	