



Key Takeaways

A comprehensive
checklist to maximise
sales and safeguard
your retail business this
festive season

bira

Intro

The busiest retail months bring huge opportunities—but also big challenges. From managing staff energy to protecting stock and streamlining payments, preparation is key to ending the year strong. These six takeaways highlight practical ways to sharpen performance across your business—helping your team stay motivated, your customers engaged, and your operations secure.



1. Optimise Your Staff – 7 Ways to Support High-Performing Retail Teams

Your top staff drive results, but even the best can burn out. Support them by:

- Recognising and rewarding effort fairly.
- Co-designing career paths.
- Monitoring workloads and wellbeing.
- Providing mentoring and constructive feedback.
- Embedding clear systems for performance, development, and recognition.

Key Takeaways

2. Create a Mood for Spending – 5 Ways Music Boosts Engagement

Music sets atmosphere, encourages browsing, reinforces brand identity, and motivates staff. Curated playlists or royalty-free tracks can enhance the in-store experience and increase sales.

3. Offer Easy Ways to Pay – Cash, Contactless, or Digital

Ensure you cater to diverse payment preferences. Display security symbols, offer multiple in-store and online payment options, and keep checkouts fast and seamless.



4. Prep to Avoid Distractions – Safeguard Stock, Staff, and Sales

- Review seasonal stock cover and document items.
- Protect against cold weather and cyber threats.
- Train temporary staff and plan for business interruptions.
- Maintain clear, safe walkways.

5. Take Care of Online Shoppers

Optimise your ecommerce site, analyse last year's data, and use incentives to encourage repeat visits. Early preparation captures shoppers before the high street rush.

6. Get Ahead of Retail Crime

- Check alarms, tagging, and CCTV.
- Focus on high-risk products (alcohol, toys, premium tools, branded clothing, baby formula).
- Train staff to monitor, respond, and follow clear protocols.

In Summary

By preparing your team, store, payments, and online presence now, you can protect profits, keep staff safe, and maximise sales during the final months of the year.

About Bira

The British Independent Retailers Association (Bira) works with over 6,000 independent businesses of all sizes, and it's our goal to make every member feel supported, informed and inspired. We're here to offer help independent retail businesses didn't even know they needed.

By joining Bira members receive access to a wealth of business benefits, from access to our member-only forum, free legal advice and preferential card rates to specialist insurance, anti-theft hardware and in-store music.

There's strength in numbers, so we are also able to offer exclusive rates and discounts that we negotiate on behalf of our members with over 180 suppliers representing approximately 2000 associated brands across a range of retail.

We also make sure our members are represented at all levels, getting the voice of independent retail heard at the top.

For more details about the work we do, visit www.bira.co.uk

**Join the community
for just £17.08 per
month!**

If you require any further information or would like to join Bira, please get in touch:

British Independent Retailers Association

Telephone: 0121 446 6688

Address: 225 Bristol Rd, Edgbaston, Birmingham,
B5 7UB

Email: membership@bira.co.uk

bira
the voice of independent retailers