

# WHY ARE MY PRODUCTS NOT SELLING?

TIPS TO INCREASE SELL-THROUGH AND RETAIN CUSTOMERS

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# WHO?

# WHAT?

# WHY?

**WHO ARE YOU BUYING THIS FOR?**

Who is your customer?  
Think about your customer – do your products serve them?

**WHAT PROBLEM DOES IT SOLVE?**

Seriously – what problem are you solving?

**WHY DID YOU BUY IT?**

Was it cute?  
What is cheap?





## LEARN

Why isn't it selling?

The reason why could save your \$10,000

# GUHHH...IT'S NOT SELLING

## ACTION

\$10 now is worth more than \$30 six months from now.

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## DOCUMENT

Document what is working and what isn't  
**SOMEWHERE!**  
To know what to F-F-F

## PLAN

Plan your investing trip/session to better serve your customer and stay in your LANE!



# SELL THROUGH

The longer it takes to sell through your inventory the less money you make!

Your Inventory is your CASH hanging on a hanger so the longer it sits there the fewer opportunities you have in your business.

# TIME IS MONEY

**The time it takes to sell things really matters.  
How can you improve your sell-through?**

Ask yourself the following questions:

1. Do your customers want it or did you buy with on a whim?
2. Did you give it enough attention? (or did you get 50 things in on the same day and fail to give it visibility?)
3. Is it good quality? Does it feel good, fit right, and function properly?
4. Did you provide enough information about the product to reduce confusion?
5. Are you doing the undeserved, unnecessary, and unexpected?

# WHO ARE YOU LOYAL TO?

## WHAT DO THEY DO?

**Experience**

**Selection**

**Relationship**

**Story**

**Quality**

**Convenient**

**Unique**

## WHO ARE YOU NOT LOYAL TO AND WHY?

**Cheap**

**Dirty**

**Poor Quality**

**Rude**

**Unreliable**

**Confusing**

**Hard to Navigate Sites**

**Not my vibe**

## REMEMBER YOUR WHY

Don't fall victim to the social comparison game!

Stay true to the ones who matter to you

(that is you and your core customers)

When you target everyone ... you attract no-one!

## REMEMBER YOUR STORY

- **TELL IT!**
- **LIVE IT!**
- **REPEAT IT!**
- **IF IT IS A BAD STORY...**
- **EDIT IT AND TRY AGAIN!**

# BE CONSISTENT



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THE WORLD DOESN'T NEED  
ANOTHER ONLINE, TRENDY  
AFFORDABLE BOUTIQUE

**What are your POWER words?**



# KEY TAKEAWAYS



**LEARN FROM MISTAKES SOONER**

**LISTEN TO WHAT YOUR CUSTOMERS  
LACK OF BUYING IS TELLING YOU.**

**GIVE YOUR PRODUCTS AN  
OPPORTUNITY TO BE SEEN**

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- The 1st discount should result in a sale! Make it count.
- Every unsold item tells a story. Are you getting your customer's vote?
- Plan for new arrivals, collections, launches through multiple channels – create a scorecard to ensure you didn't miss anything.

# THANK YOU

## CONTACT US



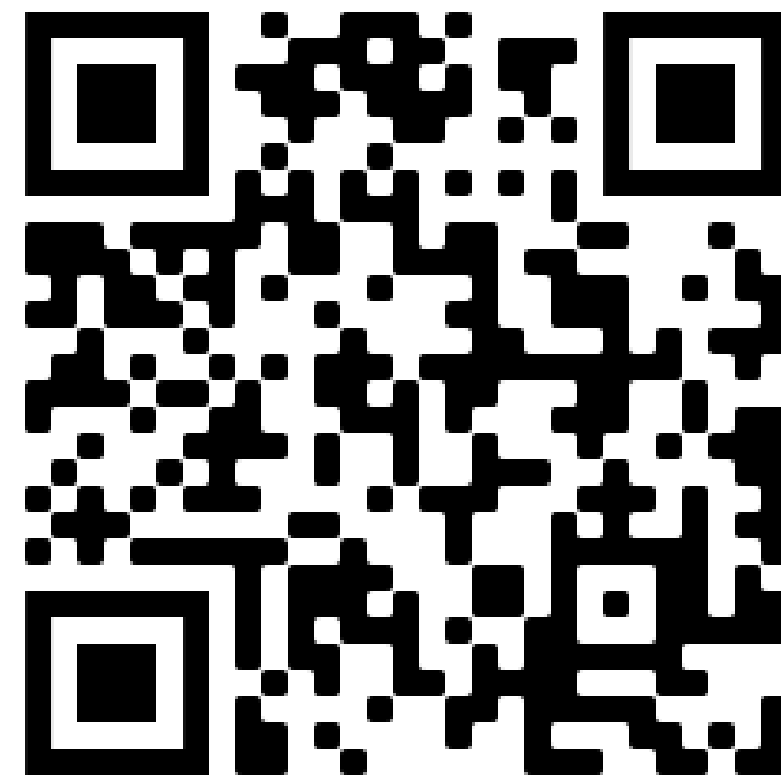
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# BOUTIQUE BESTIE HAPPY HOUR

**3PM - MAGIC'S HUB**

- ✦ **Boutique Bestie Game**
- ✦ **Free Drinks**
- ✦ **Opportunity to win Hub Courses!**

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