

# The Do's and Don'ts for Signs

## Objective

- Sign should be effective
- It should generate business
- It should return the investment
- It should last for years

## Misconceptions

- Signs are expensive
- I have to have the biggest possible sign
- Unless I am on the high street customers will not visit me
- I don't need a sign, every one knows me
- I don't need a sign, I have sales men
- My items are unique, buyer comes to the seller
- I'll do without a sign now and make one when my business will grow
- Without expensive internal decor, there will be no business.

## Traps

- No advance planning
- No objectives set
- Last minute decision
- Poor design & layout
- No budget set

## Plan in advance

- Set your objectives early
- Decide on your visuals
- Identify the spot for your signs
- Create a marketing budget and consider sign as an investment
- Involve an advertising agent where ever possible
- Involve a sign maker at the time you are doing renovations to establish power points and select exposure location and the best possible angle.
- Be involved with the sign designers
- Keep designs simple, appealing and uncluttered
- Identify a reliable signage consultant.

## Other things to consider

- A very good sign by itself may not be enough for good business. There are other considerations too.
- Advertise in advance. This can give you business on day one you start your business.
- Plan a PR campaign to build interest in advance.
- Wear suitable attire
- Have trained sales people  
Your staffs should know more that the customer.
- A smiling face can add your sales
- Do not pounce on the customer just entering your shop, "can I help you ?" is the easiest way to get rid of the visitor - it evokes an almost automatic response: "no thank you, just looking around"
- Do not under estimate a client from the way they are dressed