YOU MUST STEER A STORE

Modal verbs

Modal verb + infinitive

(Infinitive -Base form without 'to')

Could,
Would

Should



Finish the sentences:

*To create more vitality in the store we **could...***

*To maximize sales during peak periods you **should**...*

*We **must** show that Ikea is the leader of life at home by...*

*With our home furnishing solutions we **should**...*

*We **must** always use decorative props to...*

*If you want to sell solutions and not just products you **must**...*

You **should** steer sales.

To **steer**, to direct, to guide, to navigate, to push, to encourage,to influence.

Fill the gaps with the modal verbs below*:

In retail nothing is left to chance. The slightest detail on every shelf, around every corner and down every aisle is carefully planned.
Retailers ..... anticipate the clients behaviour. They ..... always be able to predict how the client is going to react and what will attract their attention. Knowing what clients ..... like to see and how they ..... react to new items, promotions and displays is the key to success.

**Would. Must. Could. Should.*



What could you do to increase add on sales this year?

What would you do if you could re-build any part of your store?

What is sales steering?

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