

8 SMART HOLIDAY TIPS FOR SMALL BUSINESSES



1. Plan Cash Flow Early

December is unpredictable—sales spike for some industries and drop for others. Ensure you forecast your cash needs for the next 6–8 weeks, send invoices earlier than usual, and follow up on outstanding receivables before staff go on break.

A little preparation prevents January cash shortages.

2. Communicate Holiday Hours Clearly

Clear communication reduces delays and improves customer satisfaction. Let customers, suppliers, and payers know office closures, shipping cutoffs, adjusted payment, or service timelines.

3. Automate What You Can

During a busy season, automation saves time. Try to automate as much as you can, especially in areas that are repetitive.

- Schedule social media posts
- Use automated invoice reminders
- Set up auto-payments or recurring billing
- Automate email replies with a holiday message

This keeps operations moving even when the team is away.





4. Prioritize Inventory & Supply Chain

Holiday season strains supply chains but being proactive avoids revenue loss. Before the holiday strain sets in you can review inventory levels, order early to avoid stockouts, confirm arrival dates with suppliers, and have backup vendors for essential items.

5. Strengthen Fraud Prevention

A few extra checks can prevent costly mistakes especially during December when fraud attempts spike. Always remember to:

- Verify any email requesting banking or payment changes
- Use secure payment methods
- Restrict admin access to only essential staff
- Reconcile accounts regularly during the season

6. Reward Loyal Customers

Loyalty-building now pays off in the new year. This doesn't need to be expensive:

- Send a thank-you message
- Add a bonus product or service
- Share a personalized holiday greeting

7. Look After Your Team

Holiday season burnout is real and easy to avoid with the following tips:

- Celebrate wins from the year
- Give staff clarity on expectations during the season
- Offer small morale boosters (holiday dinner, flexible hours and/or recognition)

Motivated staff deliver better customer service.



8. Get Ready for 2026

Starting January strong gives small businesses a competitive edge. The quiet days after Christmas are perfect for reviewing accounts, updating business processes, setting sales and financial goals, and cleaning up accounting systems.