

THE \$250 SALE

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The Problem:

We have No Customers!

We have No Money!

We need both – So we had to create a sale with no Budget!



Contact Your Vendor Reps!

Ask them...

- 1) ...to be at your sale.
- 2) ...for a giveaway (guitar or amp).
- 3) ...for Stickers, T-Shirts or Picks.

The point is GET SOMETHING FREE!

Why Your Vendor Reps are Interested

They are...

- 1) ...getting promoted exclusively at your event.
- 2) ...going to help you sell their product.
- 3) ...going to get a reorder.



Store Set Up IS KEY!



1) Customers need to FOCUS!

- Bring Sale Items to the front.
- Direct them to the BEST SAVINGS
- Try to concentrate your customers in Sale Area.
Make it feel like a "BUYING FRENZY"

2) Really Focus on Big Ticket Items

- Have some accessories but YOU need BIG NUMBERS
and you are not going to get them \$3 at a time.

Advertising -

Facebook – Post the Event on Your Page

Emails – Send Three

1 Week Before, 1 Day Before &
Day of the Event

Radio – I say this every year... TRADE!!!

THE PAIN IN THE



If you are not willing to do this -
DO NOT HAVE THIS SALE!

Run a list of top customers and CALL them.

We called 400 people.

I know what you are thinking...

Really – We don't have time to do this!

BUT YOU DO! And THIS IS WHY?

You are going to be paying your staff anyway.



You need to get your staff excited about the possibility of NEW SALES.

You want to rejuvenate your CUSTOMERS.

Your CUSTOMERS WANT TO FEEL IMPORTANT.

HOW to Make the Phone Call!

- 1) Greeting with Store Name!
- 2) Tell them about the giveaways, things they can win, the fact that you have a rep coming in from out of town.
- 3) Emphasize this is ONE DAY ONLY!
- 4) GET THEIR EMAIL ADDRESS!
- 5) Leave MESSAGES!



Local Talent

Have them perform.

Pay the band in Gift Cards.

Post on Facebook and tag them. The band has more fans than you do!

The band will bring in people that are your competitors customers. Ultimate WIN!



THE PRIZE WHEEL!

If you don't have one - BUY ONE NOW!

This does not cost you much but creates excitement!



Give away T-shirts,
Gift Cards, % Off
their Purchase.



**SALES WERE UP
975% over the
previous year!**

**NOT INCLUDING
Layaways!**