

Tips To Increase Sales

Here are some **GREAT tips to help increase sales**. They can be used for National Emu Week events and throughout the year:

* **Get Business Cards made (and hand them out "everywhere")**. Every time you are introduced to someone new, hand them a business card. Have professional looking (yet, inexpensive) cards made so that you are not hesitant to hand them out.

HINT: Don't forget to use the "back" of your business card, too. A map, emu oil or meat information, a discount coupon, tour info, products list, etc. can all be added to the back side of your business card.

* **Brochures** should be handed out or made available to everyone you meet and at all places where your products are sold.

* **Press Releases** - Don't under estimate the power of the press. A newspaper 'article' about you is worth more than an advertisement you can pay for. It makes you the celebrity or the expert. It gives you your 15 minutes of fame.

* **Signs and posters** can be set-up in your yard or at various local stores. Hang them at events in your area. Be sure to get permission first.

* **Wear shirts or jackets that "advertise" your farm or industry**. Clothing can be purchased with emu related logos on them. Iron-on pictures can make shirts a walking billboard. Stores that create softball shirts usually have a hot press and an embroidery machine and can customize a shirt or jacket for your farm or ranch.

* **Offer to be a guest speaker** at your local

Elks
Moose
Kiwanis Clubs
Senior Citizen Center
Chamber of Commerce
Jaycees
Lions Clubs
Homemaker Clubs
Garden Clubs
Girl & Boy Scouts
4-H Clubs
Schools
Libraries,
Church Groups
Retirement Groups
etc.

Many local community organizations are always looking for guest speakers -- what could be more unique than having someone speak to members about Emu products?? Believe me, they'd love to hear from you.

* **Don't forget to PARTICIPATE in local events:**

Enter cooking contests
Set up a display or booth
Decorate a store front window
Place posters or announcements of coming events in various community location bulletin boards, etc.
Post community events to your Facebook page

* **Become a member of your local:**

Chamber of Commerce
Farm Bureau

Entrepreneur & Inventors Club
etc.

* Many **Malls have various events in the Mall hallways throughout the year**. Contact your local Mall and see if your products fit in with any of their events. Many times, you can set up a table free of charge or at a minimal charge. Likewise, many Malls offer the rental of Kiosks over the Christmas Holiday. You can have a manned unit, or an unmanned unit, depending on the rules of your local mall. *This is well worth checking out. Most Malls have a very high level of traffic. Even an "information only" booth can get the word out to a lot of people.*

* Do you watch **PBS** in your area? These **local Public Broadcasting System stations hold a fundraiser every year**. Many of them hold "auctions", and are always looking for donations to auction off -- in exchange for free advertising of whatever it is you are donating. This is a great way to get your name/products across the TV airwaves.

If a fundraiser happens to coincide with National Emu Week, this would be an EXCELLENT way to get exposure for your products but, this would make great business sense anytime of year.

* **Giving Samples**

If you CAN'T sell it, give it away! Give samples to "everyone" including:

Everyone who gets a business card

Customers who visit but, do not purchase anything

Leave a sample with your tip at a restaurant

Donate door prizes to local charity events

Give samples to people with "big mouths". (Every church group, PTA or organization has one. Let THEM talk about YOU!)

On **special occasions**, give a sample to:

bank teller

UPS driver

FedEx Carrier

mail carrier

delivery people

store clerks

Here are a few other ways to **generate sales and keep your customers "coming back"**:

* **Customer Relations**

Here is a frequently asked question:

"How can I increase my sales of emu oil products?"

It is important that you understand that your **customers are your "#1 Priority"** make them happy, and they'll forever be faithful and come back to buy again.

* **Many consumers are soooo busy, they don't take the time to take care of themselves**. They need to be reminded from time to time. One of the best things you can do with your customers is FOLLOW-UP. If someone has purchased a product from you, give them time to use the product for a few days or weeks, then contact them. Ask them how well the product is working for them. Ask if you can answer any questions about the products for them. Let them know you are available to assist them in any way possible regarding your products.

* **Follow-up, follow-up, follow-up**. Keep your name and product name in front of your customers. Once a month or quarterly, send them a postcard reminding them what products you offer. You may even want to offer them a discount off their next purchase, etc. Occasionally, send them a brochure and order form.....make it easy for them to buy from you. Around the holidays (any holiday), offer a holiday special.

* **Karma - What goes around, comes around!**

Always tell the truth

Never "bash" the competition

Stand behind what you sell
Honor your commitments

There are many, many other ways to generate sales and keep your customers "coming back". Put on your thinking caps and, then get out there and hit the sidewalks.
