



"EVERYTHING YOU NEED TO GET MORE SALES!"

8 WAYS TO BOOST HOLIDAY SALES



1. PROMOTION
2. WEEKEND SALES/SPECIAL EVENTS
3. CLOSING TOOLS
4. REFERRAL PROGRAM
5. PRIZE GIVEAWAYS - ENTER TO WIN
6. PRIVATE SALES
7. LOYALTY PROGRAM
8. WEB AND ONLINE MARKETING

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"In addition to increased sales, this holiday promotion really helped us advertise the location of our store. I couldn't believe how many customers would come in and say they didn't even know we were located here to begin with. Giving out trips to Vegas or Mexico is something really big, and people actually talk about it. Several people came in and said they had heard from friends that we were giving out free trips. We've never received this many referrals!"

Sammy Karaja, Owner of Borealis Diamonds in Fort McMurray, AB

INCENTIVE APPLICATION



CALL US TODAY! 1-866-883-2968



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4445 Eastgate Mall, Suite 200
San Diego, CA USA 92121
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1. PROMOTION

Historically this is where we have concentrated our efforts (between this and weekend sales or special events). This is as simple as it gets. "Come in and purchase our product, and we will give you a vacation as a reward this holiday season!" This serves to set your store apart from others in your area, giving you a competitive advantage and spicing up your advertising, at the same time giving added value to your customer.

Need a boost in average sales? Set a minimum purchase requirement so that if a customer buys 3 pieces of furniture, or a pair of earrings with that necklace, they receive a complimentary one week stay at their favorite resort, or a trip to Florida for 2! Perfect way to get out of the cold!



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"Tradeshows have always generated a lot of traffic, but closing on the spot was always an issue. Using the incentives, we were able to close a lot of deals, we sold a lot of tubs, the tradeshow was a huge success, and we're using these at every tradeshow and special event sales from now on!"

Eugene Pound, Owner of Northern Tropical Spas, Fort McMurray, AB

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2. HOLIDAY SALES/ SPECIAL EVENTS

Create a sense of urgency to 'act now'. Adding a vacation incentive serves to increase the added value that the customer believes they will receive as a result of responding to the urgency. It can and will enhance your business' advertising and helps to draw people into your store.

Those that purchase will be rewarded with the vacation incentive as a way of saying thank you for responding, and making our event a success.

This can apply to holiday sales events, year-end clearances, new product introductions, inventory reduction events, etc.



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"We were getting tired of customers getting all the information from us and then going to a different store and buying from them for \$200 cheaper. That's why we used the certificates and they worked out really well for us, we were able to close more deals on the spot and we had a lot of happy and excited customers."

Bruce Olsen, owner of Camrose Cycle in Camrose, AB

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3. CLOSING TOOLS

After you have done all the work to get a potential customer in the store, the biggest problem is getting them to sign on the dotted line. You may often throw in extras like extended warranties, or cash discounts as a way of getting people to sign. However, those that have offered vacation incentive have found these to be a far more effective tool to get someone to sign the purchase agreement, and it often costs them less money.

Why not also use this opportunity to upsell? Set a minimum purchase requirement, so that if the customer buys \$2000.00 worth of your product, they will be rewarded with a complimentary cruise or trip for 2 to Las Vegas!



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"We gave our customers the incentive to thank them for doing business with us, they were very happy and would refer their family and friends to us. The vacation promotion gave us a competitive edge in our market because no other heating and air-conditioning companies in our area has offered anything like it!"

Mamta Sharma, Operations Manager at Furnace King
in Mississauga, ON

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4. REFERRAL PROGRAM

All businesses have a program to reward customers who refer them new business. In the past, this has always been in the form of cash. It is always nice to receive cash, but it is not very exciting!

Energize your referral program by giving them a vacation! You can advertise it your Christmas gift to them this holiday season.



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"Having a prize giveaway allowed us to draw in a segment of the public into the dealership who would not normally visit us. A lot of people were excited about the draw. At the end of the month we had a party at the dealership and drew the winners. This month-long campaign created a "Vegas Month" and made us the talk of the town!"

Ron Weiler, General Manager of Rick Maccall VW in Simcoe, ON

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5. PRIZE GIVEAWAYS – ENTER TO WIN

This can often be run in conjunction with a weekend sales or special event. It will help to create more excitement in the showroom, and collect emails/contacts for future marketing opportunities. For those states in the U.S. that have restrictions on using incentives to purchase, this can be used to get people into the showroom for a no-purchase-necessary prize draw, that will potentially lead to a purchase. Create an event for December, by giving away a "trip per day. All you have to do is come into the showroom and complete a ballot". At the end of the day, a ballot is drawn, and a guest receives a complimentary vacation. End your year with a bang and watch your sales finish strong!



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"I was most happy with our ladies' night event. We offered appetizers and punch, and anyone who made a "wish list" would get entered into a draw for one of the trips. We then sent these wish lists to their significant other just in time for Christmas! Our average sale increased from \$1000.00 to \$1500.00."

Jeremy Klassen, Owner of Expressions Photo and Jewellery Ltd.
in St. La Crete, AB

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6. PRIVATE SALES

Private sales are an opportunity to create a 'Special Event' to reward previous buyers for their support. The best example is a direct mail invitation to anybody who has made a purchase with you before to attend a "special, by invitation only, event". The guest will be made to feel "special". You may want to add lights, a red carpet, a conservative sampling of bubbly and snacks. And, if the customer purchases during this time, they will receive a complimentary vacation as an added reward.

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"These cruises are a great incentive for the market we have. We used them in our Frequent Visitor/High Roller Rewards – a cruise was awarded to gamers who spent more than \$250 daily for three days and who make at least three visits a year to Fitzgerald's. They attract our value-oriented gamers and helped to keep them loyal to Fitzgeralds."

Mae Russell, Database Marketing Manager, Fitzgeralds® Casino Hotel
in Las Vegas, NV

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7. LOYALTY PROGRAM

All businesses have a list of people who have been terrific repeat customers. These people have often been overlooked in terms of rewards because they did not purchase when there was an incentive program in play. This is a fabulous opportunity to reward someone for doing nothing but being a great customer in the past year. They don't have to do a thing. How many friends do you think they will tell?

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8. WEB AND ONLINE MARKETING

From Facebook cover photos and ads, to website banners and slides, to email flyers or any other digital marketing needs you may have, we can help you reach out to the thousands of people who are checking the internet every day for online deals and sales, especially around the holiday season. Make the most of this cost-effective avenue of advertising and use a vacation incentive to attract attention and set you apart from the competition.



RECEIVE A TRIP FOR 2 TO LAS VEGAS!
When You Spend \$1,500 or more.
Includes Round-Trip Airfare and Hotel Accommodations.

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5012 50th Avenue Whitecourt, AB

MERRY CHRISTMAS

*Terms and conditions apply, quantities limited, taxes and fees not included.

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(standard disclaimers) with every purchase*
Roundtrip airfare plus 2 nights accommodations

*minimum purchase \$1990.00.
Terms and conditions apply to Las Vegas travel certificate.

WELCOME TO Fabulous LAS VEGAS NEVADA

ONLY Vegas

PLEASE SEE IN STORE FOR DETAILS!

more examples on next page



MERRY CHRISTMAS

CHRISTMAS IS COMING!

Get The Gift You Really Want
Spend \$1,500 Or More And Receive
A Vacation For 2!

Includes Round Trip Airfare To LAS VEGAS & Hotel Accommodations
*TERMS AND CONDITIONS APPLY, TAXES AND FEES NOT INCLUDED



HOLIDAY SAIL!

RECEIVE A COMPLIMENTARY CRUISE FOR 2
WHEN YOU BUY A NEW OR USED VEHICLE
INCLUDING CABIN, MEALS AND ENTERTAINMENT!

TERMS AND CONDITIONS APPLY, TAXES AND FEES NOT INCLUDED



Tis The Season of Gift Giving!

TERMS AND CONDITIONS APPLY, TAXES AND FEES NOT INCLUDED
Receive 2 Event Tickets When You Spend \$1,500 or more

THE VIP TICKET

You Pick The Event – Concerts | Sporting Events | Cirque Du Soleil Shows | Disney On Ice and More!
You Pick The City – Anywhere Throughout North America
You Pick Your Seats – Browse Ticket Options & Seating Chart

CONCERTS | SPORTING EVENTS | CIRQUE DU SOLEIL | DISNEY ON ICE AND MORE!

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SNOOZE AND CRUISE!

RECEIVE A COMPLIMENTARY CRUISE
RECEIVE A COMPLIMENTARY CRUISE FOR 2 WHEN YOU SPEND \$1,500 OR MORE
INCLUDING CABIN, MEALS AND ENTERTAINMENT!

*TERMS AND CONDITIONS APPLY, TAXES AND FEES NOT INCLUDED