



Business Builder

Tips & Techniques to Help Your Business Grow

Two “Musts” When Advertising a Sale

If you’re having a sale and you want to be an even greater success, try these two tips from marketing consultant, Irwin Pollack:

#1 Advertise a price-point that allows people to purchase on impulse.

That’s usually something under \$25 or \$30. Give buyers a reason to act quickly. Give a big discount on a single item and place it prominently near the checkout– 25-50% off the item and say, “regularly \$15, no just \$7.99.” Real dollars can often mean a lot more than percentages off!

#2 Avoid Saying “For a Limited Time Only.”

You should also avoid the standard, “while supplies last.” Customers usually take such phrases to mean that they probably don’t really need to hurry in. These phrases have been so overused by most businesses, they have little or no meaning to consumers anymore. Instead use real deadlines. State “Sale Ends Saturday at 12 noon, and then it’s over.” Then follow-up! At noon, the signs go away, and the item is back on regular price– no exceptions.

For more great tips on how to improve your sales, check out all the free information on Irwin’s website:

www.irwinpollack.com

For more business tips, visit our website
www.wgra.net/business_builder.htm

