

Have a One-Day Sale!

by **Stephanie Bond**

Retailers are always looking for ways to increase foot traffic, and that usually means having a sale. But what kind of sale? President's Day Sale? Valentine's Day Sale? Spring Fling Sale? Gimmicky sales promo geared toward holidays are fine, but when you have a subsequent and different sale, your advertising has to change, and perhaps the type of merchandise being offered at a discount. Lately the retail trend has moved toward the One-Day Sale (with a preview day).

By having your own One-Day Sale:

- you would be taking advantage of a consumer term that the buying public is already familiar with.
- you could increase traffic on an otherwise slow day of the sales week/month (Wednesday, mid-month?)
- you will “train” customers to return to your store between sales.
- you can streamline your advertising by using the same one or two “One-Day Sale” posters, radio/TV ads or print ads.
- you won't have to continually reeducate your employees on the parameters of a new type of sale.
- you'll have one or two high-traffic days on which to introduce new products or advertise upcoming in-store events to your customers.
- you'll give customers a reason to sign up for your mailing list—notice of your One-Day Sales!
- you might be able to time your One-Day Sale with another retailer's One-Day Sale for double the impact.

To make the most of a One-Day Sale, schedule one regularly, at least once a quarter, but perhaps once a month. And customers should generally know what to expect—a discount on everything in the store, or only on selected popular titles? Will you feature a “preview day”?

(continued)

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Article first appeared in *Romance Sells*, a publication of Romance Writers of America.

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Will the bookstore accept discount card programs or issue extra points for additional savings during the sale? Also, consider offering something unexpected, such as an in-store entertainer (juggler?), refreshments, or freebies. Publishers and/or authors might be willing to donate promotional items for door prizes.

Take a cue from other retailers—consider replacing sporadic specialty sales with regular One-Day Sales to help you build regular, loyal foot traffic. ~**SBond**