

## An Innovative Contest that Benefits Everyone

Most employee contests are about individual achievement.

But what if you held a contest where the winner was the one who provided the biggest boost for the entire showroom?

One idea is a month-long contest where the goal is for employees to submit ideas for increasing overall revenue.

Awards could be presented in categories such as:

- Best way to generate new revenue
- Best cost-cutting idea
- Best streamlining solution

This way everyone has a chance to win, right up until the end of the contest, which keeps them generating great ideas all month.

As a reward, you can either offer them a small portion of the profits (if that's possible), or you can offer the winners paid vacation time.

It's a great way to get everyone involved in improving the entire showroom from the ground up.

*Based on an article in the What's Working in Sales Management newsletter, June 25, 2008, edition. To subscribe to What's Working in Sales Management, call 800-220-5000.*

## ALA Offers FREE Seminar at Jan. Market: *Gaining the Advantage In Tough Times*

**Date:** Sunday, Jan. 18  
**Location:** ALA Seminar Center  
 WTC Suite 345  
**Time:** 8 a.m. – 9:30 a.m.  
**Instructor:** Steve Mulvany,  
 Management Tools, Inc.

The ALA is hosting a FREE seminar for members led by popular speaker Steve Mulvany during the upcoming Dallas January Market. Seating is limited and early registration is suggested.

Download a registration form at [www.americanlightingassoc.com/members](http://www.americanlightingassoc.com/members).

## Tips for Showcasing Your Showroom

Lucy Dearborn, owner of Lucia Lighting and Design in Lynn, Mass., is not one to sit passively and wait for people to come to her showroom.

"The 'build it and they will come' approach may work in Hollywood," says Dearborn, "but in the real world it takes a carefully crafted marketing approach to drive foot traffic into your lighting showroom."

Dearborn and the Lucia Lighting staff demonstrated their passion for marketing from the very beginning with the showroom's grand opening in 2006.

"When we initially opened Lucia Lighting and Design and unveiled our 8,000-square-foot showroom in a lovingly restored mansion, we launched our grand opening with an equally grand party," says Dearborn. The showroom was transformed into "Café Lucia" for an evening soiree attended by more than 250 contactors, design professionals, family and friends.

"We wanted to create an upbeat, warm and inviting environment where clients looked forward to visiting," says Dearborn. "Lucky for us that our showroom also houses a state-of-the-art kitchen and funky bar area so we have all the props to entertain."

Since then, Lucia Lighting has organized a whirlwind of activities to increase traffic in the store, such as an event featuring a master glass cutter from Waterford; a "Trends in Lighting" event for designers and architects featuring designer Denis Caldora and sponsored by American Brass and Crystal; and a "Lighting for Brighter Sales" event for area Realtors.

Lucia Lighting is also very involved with local charities, a "win-win" situation that gets the showroom's name out in the community while allowing the business and its staff to help worthy causes.

Efforts to market the showroom got a big boost recently when Boston magazine awarded it "Best of Boston Lighting Showroom" recognition, calling it a "lighting nirvana" and assuring potential customers that the large selection guar-

anteed they would find something "to turn them on, and vice versa."

Dearborn's marketing tips include:

### Special Events

"Make them fun, relevant and serve food and drink," says Dearborn. "Whether we are hosting an event for Realtors to educate them on how small lighting enhancements can make a difference, bringing in an industry expert to talk about trends to designers or having a trunk show featuring local artisans, we keep the tone light and the food and drink flowing."

### Monthly Newsletter

Send information on lighting trends and tips to your customers. "Keep it simple and send it electronically," advises Dearborn.

### Community Involvement

Lucia staff and friends have participated in a Walk for HAWC in Salem, Mass., this spring and "Give back to the community," Dearborn says. "Good karma is the gift that keeps giving back."

### Direct Mail

Lucia Lighting and Design has received rave reviews for their professionally designed over-sized postcards. "Along with sending mailings to our current clients, we also purchased a list of new homeowners in the area," says Dearborn. "It was a welcome opportunity to add to our database."

### Professional Networking

Dearborn suggests not just hosting and attending professional networking events, but also taking a leadership role in creating partnerships with local businesses that complement your array of products and services.

"The bottom line is that you need to be proactive, creative and open to generate foot traffic," says Dearborn. "Spread the light!"