

Upcoming Live Webinars

Aug. 19 • 11 a.m. Central

How New Concepts in Crystal Design Can Expand Your Customer Base

SPONSORED BY:  Elegant
The Art of Lighting

Upcoming Recorded Webinars

Aug. 2 – Aug. 6

What's New in Recessed Lighting and How to Sell Recessed Lighting for Maximum Profit

Recorded Dec. 2009

SPONSORED BY:  COOPER Lighting

Webinar Instructor: Joe Rey-Barreau

Download registration forms from www.americanlightingassoc.com/members.

Hansen Lighting Uses Mobile Reps to Get Lighting into New Homes Sooner

Jason Petersen, owner of Hansen Lighting in Orem, Utah, is currently doing 65 to 70 percent of his business using mobile representatives equipped with laptops and air cards.

"We subscribe to XOLights, which lets our reps go mobile, and we also purchase a service that allows our reps to pull all building permits in our area weekly and meet with builders and homeowners in their homes just after the four-way," says Petersen. "Our reps sit down with homeowners and, on their laptops, help them select lighting for their home. Doing it this way helps couples to be better able to visualize the lighting in their home."

The mobile reps allow Hansen Lighting to meet with homeowners and close the sale on lighting before cabinets, carpet and other home expenses take up the bulk of the budget.

"What we've found is that lighting is often among the last items purchased in the building process," says Petersen. "It often happens when budgets are lower and frustrations are higher. Being able to sell lighting early in the process, before customers have overspent on everything else, has raised Hansen's average ticket by 43 percent. Plus, we have been able to expand the area we cover without the added overhead of opening additional showrooms. It has made a huge difference in our business."

Using Add-On Sales to Increase Your Business

By Barbara Crowhurst
Retail Makeover Specialist

One of the most often asked questions during a retail business coaching session is, "How do we increase sales?" Here is one idea that will really work: Add-On Sales.

If your average sale is \$30 and you want to increase sales by 15 percent, show each customer one more product at \$4.50. Do this twice — once on the sales floor and again at the cash counter.

Your staff must take ownership of the add-on sale program. You want feedback from them. You want to know what is working and what is not.

Explain to your staff why you want them to show an additional product, and get input from them on what add-ons to suggest to customers.

To bridge the conversation with customers from the item they are buying to the item you want them to add on, try saying, "Have you seen this?" or "This goes perfectly with...."

Consider role-playing with your staff so they are comfortable having these conversations with customers.

Your focus on training and open communication with your staff about your add-on sales program will show up at the cash register almost immediately.

Barbara Crowhurst is a retail specialist, business coach, speaker and trainer who has helped thousands of retailers. She can be contacted through her website: www.BarbaraCrowhurst.com.

See her featured presentation on the latest colors and product trends at the ALA Annual Conference in Las Vegas.

www.ALAConference.com

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Quick Tips for Showroom Facebook Pages

Keep it fun...

Don't write about the same 10% Off Sale all the time. Post interesting information about lighting, your products or special events you are hosting. Share links to fun design sites as you discover them. Ask questions such as "What do you think of this fixture?" or "What would you like to change about your home's lighting?"

...and fresh...

Post to your page weekly, if not daily, to keep it interesting.

...but don't get too personal.

Customers don't care about what you ate for breakfast. Act professionally and stick to topics relevant to your industry, your business, your products and your community.