

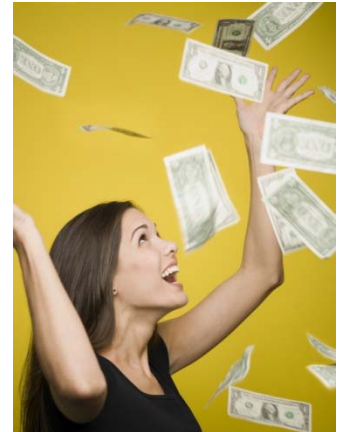


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# Sales Stimulating Promotions

&

5,000 Bucks





Presented by:

**Stephen Wisocky**

**Home Furnishings Insurance Group**





# The Presenter

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## Home Furnishings Insurance Group

- Located in Allentown, PA
- Property & Liability Insurance Specialists 24/7/solely dedicated to serving the insurance needs of the Home Furnishings Industry



## Stephen Wisocky

- HFIG President since I founded the company in 2004
- Over 30 years experience in the Insurance Industry
- Serving the Furniture Industry since 1986





# Discussion Topics

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- Promotion Objectives – Why Run a Promotion?
- Promotion Do's and Don'ts
- Typical Promotions
- Insured Promotions
- Try Out a Promotion – 5,000 Bucks!



# Promotion Objectives

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## Why Run a Promotion?

- Increase Sales
- Gain Customer Loyalty
- Establish a Competitive Advantage
- Call to Action ... Offer consumers a compelling reason to make a purchase TODAY
- Build a Valuable Customer Database
- Create Public Relations Opportunities that can be used in Future Marketing



# Promotion Do's and Don'ts

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## Do's

- Give consumers incentive to buy
- Give consumers a reason to remember you
- Make your promotion simple so that consumers and staff can understand it
- Support your promotion through advertising, word of mouth, etc.

## Don'ts

- Convolute your message
- Start advertising too late
- Forget to include the official rules



# Typical Promotions

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## In-Store Promotions

- Door Prizes, Give-Aways, Premiums
- Sales/Discounts

## Direct Mail

- Coupons
- Brochures

## Events

- Holiday Events

## Gift With Purchase





How can you stimulate these  
typical promotions?

And the answer is...



# Insured Promotions

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- Bigger Prizes
- Second Level Prizes – more winners  
create more attention
- Unique and Exciting
- Simple for Customers to Understand
- Easy for you to Execute
- Affordable
- Win~Win for you and your customers



# What is an Insured Promotion?

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Prize Insurance is an insurance policy that covers the entire value of the prize for a premium. It is a real insurance policy with real financial guarantees, not merely a business contract.



# Why Insure a Promotion?

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- Offer a large prize while still protecting your promotion budget
- Offer unique concepts that will peak the interest of consumers



# Insured Promotions

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## The Concept

Consumers come in and make a purchase within a specified sales period, and then if an “event” occurs, the customer gets a refund on their purchase.



# Types of Insured Promotions

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- Weather
- Sports Related
- In-Store – Chance Games



# Weather Promotions

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## Why run a weather promotion?

### Weather Is ...

- Topical
- Easy to communicate to consumers
- Easy to execute
- Believable
- Past promotions have proven to increase sales by 40% compared to the previous year using the same sales period



# Weather Promotion Examples



## Example 1: Rain On My “Independence Day” Parade

Sales Period: May 15<sup>th</sup> – June 15<sup>th</sup>

Location: Greensboro, NC

Promotion Date: July 4<sup>th</sup>

Weather Peril Trigger: If it rains 1.5 inches or more

Insured Sales: \$100,000

Premium: \$4,000

## Example 2: Let It Snow on President’s Day

Sales Period: January 1<sup>st</sup> – 31<sup>st</sup>

Location: Greensboro, NC

Promotion Date: President’s Day

Weather Peril Trigger: 4 inches or more of Snow

Insured Sales: \$100,000

Premium: \$3,000

Let It Snow



## Example 3: Turn Up the HEAT

Sales Period: July 15<sup>th</sup> – August 15<sup>th</sup>

Location: Greensboro, NC

Promotion Date: Labor Day

Weather Peril Trigger: If the temperature reaches 95 degrees or higher

Insured Sales: \$100,000

Premium: \$4,000





# Sports Related Promotions

Any sport/sporting event  
can be insured



## Baseball

- No Hitter
- Your Team Winning It All
- Home Run against 21<sup>st</sup> pitch
- Grand Slam
- Back to Back Homeruns
- Your team winning the World Series

## Football

- Opening Kickoff returned for a touchdown
- Shut Out
- X number of Interceptions
- X number of Rushing Yards
- Your team winning the Superbowl

## Golf Tournaments

- **Hole-in-Ones:** You could sponsor a hole at a local golf tournament and give away a \$10,000 shopping spree at your store if someone gets a hole-in-one or some other amount of cash or prizes
- **Seniors Know Best:** Make a purchase between April 1<sup>st</sup> and April 30<sup>th</sup> and then if someone makes a hole-in-one on the 9<sup>th</sup> hole of the Senior PGA Championship to be held on May 24<sup>th</sup>-26<sup>th</sup> at the Valhalla Golf Club in Louisville, KY, then you get your purchases for free! (other tournaments can be substituted)

# Chance Games – In Store

## The Lucky Envelope Game

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- There will be 15 envelopes total
- 2 of the 15 envelopes will have “GRAND PRIZE” written on a piece of paper inside them
- The other 13 envelopes can have self-insured prizes such as smaller give-aways, cash, discounts, gift certificates, etc.
- The consumer will have to choose 2 out of the 15 envelopes and if they choose the 2 that say “GRAND PRIZE” then they win the cash





# The Perfect Living Room Game

Create your perfect room! During a designated sales period, for every purchase that is made, each customer gets a chance to play “The Perfect Living Room Game”. They would fill out an entry form selecting a couch, loveseat, end table, coffee table, carpet, vases and lamps to create their perfect room.



If their pick matches the pre-selected combination, they win their choice of new a new living room set up to \$XX value. Secondary prizes can be given to the person with the closest match if there are no winners.





# Thinking Outside of the Box

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## In-Store Promotions: Sweepstakes with a “Kicker”

People enter their contact information into a drawing for a free sofa

- Creates a customer database for you
- Builds customer loyalty

Add a “Kicker” to the give-aways

- The person who wins the sofa will also have a chance at winning \$50,000 by playing “The Lucky Envelope Game”
- Hold an event at the store for the person to play the game