

MEMORANDUM

To: General Sales Force
From: Marketing
Date: September 1, 2013
Subject: Turkey Give-A-Way



TURKEY PROMO SALES BUILDER!

Once again we have this great Thanksgiving holiday promotional program for you. Our district manager, Chris Graham, has used this program for years with great success and recommends that you give it a try. As you know, we are in the people/relationship business, and our customers greatly appreciate when the vendors recognize or thank them for their business.

The objective of this program is to convert "B" accounts (\$3 to \$9k/year) into "A" accounts (\$10k+/year).

Here's How it Works

1. Identify your "B" accounts and their current annual sales first.
2. Starting this month, make appointments with these accounts to demo new products and systems that would generate sales of at least twice the current monthly volume of the account. (i.e., If you normally see this customer once a month and write a \$500 order, plan this call to write at least \$1,000)
3. Attach your business card in the space indicated and present the "Thanksgiving Flyer" to the buyer and say: *"Thank you for all the business you have given me over the last year. As my way of saying thank you, I would like to provide the turkey for your family's Thanksgiving dinner this year and I will deliver it to you personally the week of Thanksgiving. How many people will you be having for Thanksgiving dinner? You will need approximately 1 pound of turkey per person."*

Fill out the pertinent information for the customer and for yourself (noting the turkey size required). Cut or tear your portion off the flyer and hand the top piece to your customer and state: *"Please hang this on your refrigerator so you don't accidentally buy your own turkey and to remember that I will be delivering your turkey the week of Thanksgiving."*

4. Continue the sales call with the products or systems you have planned and be prepared to get an order at least twice the size you normally do. Remind your customer that you will be back the week of Thanksgiving with the turkey.
5. Pre-plan the next call for that account during the week of Thanksgiving. Again plan to demo products and systems that are at least twice the normal order size.
6. Find a source for your turkeys – any large grocery chain store will suffice. Pick up your turkeys the day that you plan to deliver them. You can start delivering them the Thursday before Thanksgiving if you're using frozen turkeys.
7. Deliver the turkey to your customer and state: *"This is to thank you and your family for all your help throughout this past year... have a very Happy Thanksgiving!"*
8. Now demo and close on another order that is at least twice the normal order size.

NOTE: *You can use this program for Christmas and New Years with hams, turkeys, wrapped gifts or whatever you like! Just remember to plan, plan, plan and plan! You'll get 2 very nice orders for 1 nice gift to the customer that doesn't cost very much.*

Expected Results

The average agent has approximately 12 to 20 "B" accounts....some more, some less. If 75% of them convert to the larger order size, that can mean an additional \$4 to 6k per month, per agent for October and November. If only 50% convert, it can mean an additional \$3 to \$4.5k per month.

Not only are you reaping benefits immediately, but you are now training your accounts to give you larger orders. In addition, this promo will help your end of year numbers especially if you are close to quota or award levels.