

**Retailer Newsletter**

**June 1, 2019**

**Tom’s Business “TIPS”**

***“To Improve Profits”***

**RE: *Promotions***

**Hello**

**I have always been a strong proponent of promotions, i.e., promoting my stores, products and services. Advertising and promoting these offers can come in many forms; coupons *(cents off or free),* banners/signs, displays, handouts, mailers, social media and/or word of mouth.**

**Promotional programs and offers are designed for the purpose and objective of attracting new customers and keeping current customers coming back to our stores.**

**I recently visited a local QT and redeemed a *Coupon for a Free Cappuccino*. After the CSR took my coupon, he said, “You’re good, thanks for coming in, have a great day.” As I was leaving, I thought to myself wow, I just received a free drink and the clerk said, “Thanks for coming in!” What a refreshing moment. I’ve been in too many stores when a customer redeems a coupon or buys an item ‘on special’ and the CSR (or retailer) scowls, and grumbles to themselves as the customer walks away. They sometimes give the impression the customer took something from them. You offered a discount/coupon and your customer took advantage of it and patronized your establishment. If, and here comes the big ‘IF’, “if you treat the customer right, with courtesy and respect, they may just come back at a later date” and make a purchase at regular price.** **Be sure your staff is accepting coupons/special offers with the right attitude.**

**Here’s an example of an opportunity created by a promotional offer. Many times, we offer specials such as:**

**Hot Dog, Chips, Small drink @ $X.YZ**

**Make sure your CSR’s are aware, trained and have pricing available *(that your CSR* *can refer to)* for the customer who wishes to purchase a large drink, not a small drink or maybe 2 hot dogs and not 1. Don’t prevent or penalize the customer who wishes to purchase an upgrade.**

**If you are offering a Free Car Wash coupon with a local mailer and a customer wishes to upgrade the wash to your Premium Wash, make sure your CSR knows the correct charge for the wash when using the coupon. Again, you are allowing your customer to use their coupon toward the wash and when they wish to upgrade you are earning additional gross profit $$ by permitting the customer to spend additional dollars in your store. It’s a win-win.**

**Are you using local mailers to blanket customers in your neighboring zip codes? Mailers can be an efficient method to reach new customers. Be sure you and CSR’s are trained and ready to roll out the red carpet *(so to speak)* when these customers come in, they may just be looking for a new place to patronize.**

**My personal complaint about coupons is their expiration date. I believe we should utilize an expiration date to encourage customers to use that coupon soon. But, if the customer attempts to use an expired coupon I believe we should accept it. Maybe the customer misplaced the coupon and just discovered it. What’s the harm in accepting expired coupons? None really when you think about it.**

**Here’s a favorite advertising tool often used when I owned my stores: I had flyers printed on a one-half sheet of colored paper for a variety of specials we were offering for that month. You can create these flyers on your computer, and it will look professional. It always included our name/address/hours of operation/phone/store & website on the bottom. Each CSR was required to pass out 25 per shift. Obviously, some customers didn’t care for one, some tossed it in the first trash can they saw, but many people took one. I can tell you many customers would comment positively on the flyers they have received from us. You see, that was my objective, to get my business name, my monthly specials in my customers hands as often as I could. Here’s another special idea, from time to time, you could insert an ad in your flyer, ‘Looking for a Part-Time Job?’ Maybe your customer isn’t looking, but they may know someone** **who is.**

 8½ X 5½”

**Don't be a victim of the 5 Dangerous Words –**

***‘Maybe I’ll Do It Tomorrow’***

**Do it today! Because tomorrow could be too late!**

**If you have a question regarding this email or any another topic in our business, drop me an email or call. I enjoy hearing from you. I generally return calls and emails within 24 hours, even when I’m traveling.**

**Tom                                                                       
Thomas W. Terrono  
T&S Management Services, LLC  
Instructor / Consultant for the Convenience Store Industry  
  
Lee's Summit MO 64082-4864**

**816.550.8048 cell  
816.366.0641 office**



**[tom.tsms@gmail.com](mailto:tom.tsms@gmail.com)**

[**www.tsmanagementservices.com**](http://www.tsmanagementservices.com)

***“Our business is making your business better!”***