



# Preparing for the Holiday Season

**W**hy have Christmas decorations been up since September? The quick answer is because Christmas sells products. The months before December are like training time for an Olympic athlete. The starting gun fires off on the Wednesday before Thanksgiving, and the race continues until the end of the first week in January. If you are waiting to train, or prepare for the retail race of the year until December 1, you will find limited sales related to Christmas gift giving.

Corpus Christ Lock Doc did a short radio campaign on A.M. radio morning show during drive time. They spent around \$3000.00 and spread it out over a 30 day period in November. The main push was letting the community know that gun safes were now available. They marked every product in the showroom with bright signs showing "suggested retail" and their sale price. They made up the balance of the discount when it came time to deliver and install the safes.

This 30 day burst of radio ads pushed all product sales in the showroom by over a 100% gain. It also carried them through the month of December and even into January, with the largest increase in overall business they have on record for that time

period. Preparation met with opportunity equals success.

By now every locksmith showroom should have big red Christmas bows or Hanukah in blue and silver, or lights of some sort in celebration of the festivities. Your front window should be painted something fun and seasonal, with perhaps a "Sale on Keys" painted on the front. Or whatever item you would like to push for that year. Even a master bedroom lock can be a very nice present to a couple with kids!

Customers are looking for a Christmas present or a Hanukah present. I don't think I have ever heard of someone shopping for a "Seasonal gift." (What is a seasonal gift anyway?) Marketing and advertising can be edgy. There is nothing offensive about being who you are. Every time I go to the ALOA show I see the guys from Jet Keys. They are always wearing their Kippah or skull cap at the show. I like that about those guys. It makes them stand out to me in my mind. It takes strength and fortitude in this day and age to make a stand, so let me encourage you to be who you are in your business.

Don't forget to decorate your trucks for the season! Put a plastic wreath with a red bow on the front grill of your van. The more elaborate the better. Run ribbons from the wreath to the side mirrors. Maybe even put a plastic

Christmas tree on top and strap it down. Dress it up so much that the local TV station wants to take a picture of it and feature you on the evening news.

Uniforms can also be fun this time of year. I have an Uncle A.C. that owns a retail store. He wears green pants, a white button down shirt, red plaid vest, and a goofy Christmas plaid hat with a fuzzy red ball on top for the entire month of December! He has been doing this for decades. Almost every year the local TV stations go by his shop to interview him about Christmas sales outlook at his retail store. Talk about free publicity! I want this for you too.

This brings me to the 13th month of year in retail. That short time between December 25 and January 1. This is the time to stay stocked up and ready. Wallets have been open and credit cards are going full blast. People are now shopping for the items they wanted for Christmas, but didn't get. Or they got promised something on Christmas day and now they get to go pick it out and take it home. It's nice to coast between Christmas and New Year. Because you think to yourself that not much is going to happen during this time. But don't be fooled. This is a very hot week for retail, so stay prepared and be the Olympic locksmith that you have been called to be!

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