THE “DAZZLE” IS IN THE DETAILS:
GETTING THE MOST OUT OF MERCHANDISING & SALES PROMOTION
What’s in the Communications Mix?

- Advertising
- Public Relations & Publicity
- Personal Sales
- Sales Promotion
- Merchandising
What’s in the Communications Mix?

Advertising
What’s in the Communications Mix?

Public Relations & Publicity
What’s in the Communications Mix?

Personal Sales

“Someone calling themselves a customer says they want something called service.”
What’s in the Communications Mix?

Sales Promotion

- **Treat Your Body Better Every Day and Treat a Friend On Us**
  - Buy One Get One FREE!
  - Offer valid through October 16, 2017

- **Sale!**
  - Lunchy Bowls and Lunch Plates served between 11am - 2pm
  - Tuesday, October 14 - Sunday, October 19

- **Book Sale**

- **Buy one, Get one FREE!**
  - Present this certificate to your server.
  - Purchase one Lunch Bowl or Lunch Plate & receive a second Lunch Bowl or Lunch Plate on the house.
  - Valid at P.F. Chang’s Holus and P.F. Chang’s Mall of America. Limit one card per person per table. Darvand this card when ordering. Offer ends October 31st, 2010. Not valid with any other offers or discounts. One per table. Not valid with any other offers or discounts. Not valid with any other offers or discounts.
In your shop...

**Take a bite. It’s FREE!**

**FREE 3# bag of Organic Honeycrisp Apples with $5 purchase**

**Bengtson PUMPKIN FEST 2010**

- Each regular admission - up to 6 people - save up to $6...
- 13341 W. 151st St. • Homer Glen, IL 60491
- pumpkinfarm.com • 708.301.FARM (3276)
- OPEN EVERYDAY • 10AM-8PM • OCTOBER 2ND THRU Oct. 31, 2010
- Under 2 yrs old FREE • Ages 3-11 yrs: $12 ($11 w/coupon) • Ages 12 yrs & older: $13 ($12 w/coupon)
- Coupon valid 10/2/10 thru 10/31/10 • Not valid w/grouppurchase packages • Not valid on Tuesday’s or Wednesday’s Special rate days

**Thistleberry Farm**

- $1 off the regular purchase price of the Farm Fun Combo Wristband
- Valid only on Fridays, Saturdays and Sundays until October 31st, 2010
- Offer cannot be combined with any other discounts
- Valid for up to 4 wristbands
- Not valid during Moo Boo hours

www.coxbrea.com • 2150 Sciuatte Avenue Hope, IN 46171
What’s in the Communications Mix? 

Merchandising
The Rules

- Have a purpose
- Compatibility & Consistency
- Practicality
- Visibility
- Simplicity
- Knowledgeable employees
In your shop...
At your farm...
Opportunities: Visual Merchandising

- Holidays & Seasons
- Recipe Book
- Freezing & Canning Supplies
- Bake Mixes
- Complimentary products
- Shopping bags
Get the picture - Visual Merchandising!

- Tell customers how to use/prepare the product
- Samples
- Cross-promotion & Display Design
  - Cucumbers + Dill
  - Tomatoes + Herbs for making salsa and sauces
  - Salad Veggies together
  - New Potatoes + Green Bean
  - Impulse Snacks: Apples + Caramel for dipping
Obstacles

- Facility
- Elements
- Space

...or Opportunities!
THANKS & QUESTIONS

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