

## Make Retail Selling Fun

### Motivation – Games To Play

To most of our staff, retail selling is akin to having a tooth pulled or paying taxes – you have to do it and it can be painful. Keeping your team motivated and enthusiastic about retail selling is not for the faint at heart – it takes discipline, hard work and more than a dose of fun.

Below are activities that can keep everyone focused on selling. This list is only meant as a catalysis to start your own creative juices following. We are confident, once you get into the swing of things, you will come up with many more games and contests than this space allows.

But, before you start your incentives consider these points: make sure you carry the right products and vendors. If you carry a line that is readily available at other than skin care professionals or med spas you are in trouble. If products are available through large internet sites, TV, beauty supply houses, department stores, or hair salons, your success will be severely limited.

#### Games to play:

Tic Tack Toe - make a board with squares (you need not limit it to nine squares) and when an item is sold, have that person put in their initials. The first one to make a line or the one with the most boxes at the end of the contest period wins.

Up Up and Away - fill balloons with coupons for prizes and money; when a target or goal is hit have the staff member break the balloon and they win that prize.

Got the Fever - a simple thermometer, coloring in the sales volume or item total - the first one to the top wins or it can be an entire staff reward.

Off to the Races - set up a race track on a board and assign each staff member a horse - the first one around the track wins.

Pass the Buck (one of our favorites) - the highest single sale of the week, largest upgrade, etc. gets \$25 or \$50. Obviously the first sale of the contest period is in the lead so they get to hold the money. As each subsequent sale is larger, the person holding the \$50 has to pass it to the new leader. The person holding the money at the end of the period gets to keep it.

Go For the Gold - an Olympic type competition that pays for achieving such goals as largest weekly sales, most items per sale, sales per day or weekly sales. The goals can vary from week to week.

One our favorite rewards is the secret shopper assignment. The contest winner(s) are assigned to go to a competitor that you admire and have a paid treatment or service and get to report back to your team on the pros and cons of what they experienced.

Get your team involved in planning the contests and incentives – it will pay off for you and them.

Carol and Rob Trow

Count 497 words