

SOUND*advice*

From the desk of
(name here)



Building Better Buy-In

When you are planning a huge event which places additional demands on your staff, what is in it for them to buy-in and participate?

A regional department store chain in the North-East wanted to boost traffic and sales on Tuesdays; their slowest day of the week. They began to promote \$1.99 Tuesdays, where shoppers could buy anything at the regular price and purchase a second one for \$1.99. Basically, it was a way of promoting a half-price sale every Tuesday.

The good news is that after the first three weeks, the event became hugely popular, and Tuesdays became their highest traffic day of the week.

The bad news was two-fold:

1. As consumers became aware of the regular Tuesday event, they quit buying regular-priced merchandise in favor of waiting until Tuesday when they knew there were huge savings. Profits took a major hit, and
2. Employee absenteeism was rampant every Tuesday. You see, employees soon realized their workload would be excruciating on Tuesday when all of the bargain-hunting transactional shoppers rummaged through the store. However, there was nothing in this event for the staff.

When you are planning a huge event which places additional demands on your staff, what is in it for them to buy-in and participate? Or are they likely to phone in sick when you need them most?

Before you plan your next event, [click here](#) to request your copy of the Guide to Building Better Buy-in to help you rally your troops behind your marketing extravaganza.