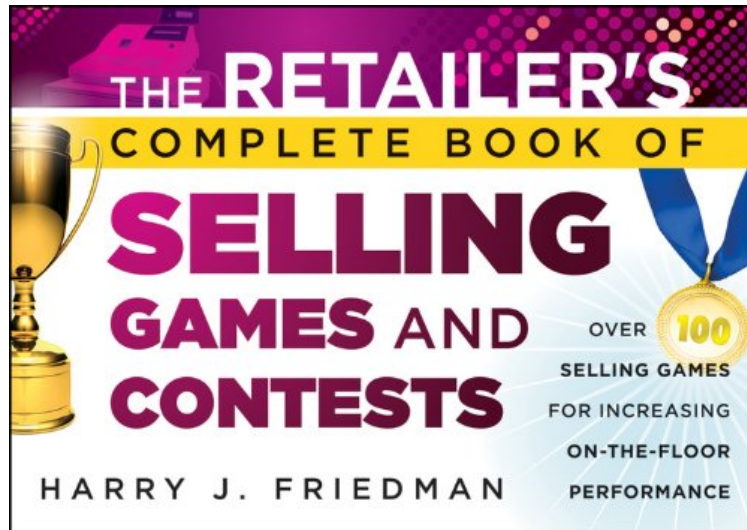


(Library ebook) The Retailer's Complete Book of Selling Games and Contests: Over 100 Selling Games for Increasing on-the-floor Performance

The Retailer's Complete Book of Selling Games and Contests: Over 100 Selling Games for Increasing on-the-floor Performance

Harry J. Friedman

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Harry J. Friedman : The Retailer's Complete Book of Selling Games and Contests: Over 100 Selling Games for Increasing on-the-floor Performance before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Retailer's Complete Book of Selling Games and Contests: Over 100 Selling Games for Increasing on-the-floor Performance:

0 of 0 people found the following review helpful. Five Stars
By Customer
Great ideas
2 of 2 people found the following review helpful. Not quite what I expected.
By Lisa Goodwin
While there are definitely a ton of game/contest ideas in this book, a lot of them seem very labor intensive to manage. I was hoping there would be a ton of super easy, no fuss, uncomplicated games that we could use. It might be better suited for a large corporation with many employees.
1 of 2 people found the following review helpful. Good book, recommended!
By P.K.
Great book for managers to help you spark up ideas for motivating and having fun with generating sales. There are some fun ideas in here!

One hundred ways to motivate your sales teams to outsell each other and grow your profits In most retail stores, salespeople arrive at work with little enthusiasm to sell. The truth is that retail selling can be a little boring. It's up to owners and managers to provide the spark and motivation that inspires people to excel, even when store traffic is slow. One of the best ways to accomplish that is with selling games and contests. The Retailer's Complete Book of Selling Games Contests contains more than one hundred selling games and contests that any retailer can use to motivate their staff, improve their sales skills, and generate extra sales during slow traffic periods. Geared toward retailers of all industries and all sizes, from single stores to mega chains, this book will appeal to those with a vested interest in improving the performance of their salespeople and driving sales higher. Details how to use games to sell specific merchandise, increase add-on sales, and sell higher priced merchandise and groups of merchandise Outlines how to structure games and contests, when to run them, and for how long Helps managers build their sales staffs' confidence and abilities through fostering a competitive spirit and rewarding high sellers Harry J. Friedman is an international

retail authority, consultant, and the most heavily attended speaker on retail selling and operational management in the world today When you inspire your sales team to improve their skills and outsell each other, you'll boost your profits and outdo your competition

From the Back Cover 100 ways to motivate your sales teams to sell, sell, sell! The Retailer's Complete Book of Selling Games and Contests contains more than 100 on-the-floor activities that will motivate your sales staff, improve their sales skills, and turn slow periods into quota-busting sales records. Created by international retail authority Harry J. Friedman, the games and contests within are a result of working with thousands of retailers from around the world and helping them to produce dramatic sales results. From single stores to mega-chains, every retailer will find proven games and tactics that raise morale and drive sales higher. Details how to use specialized games to sell higher-priced goods, increase add-ons, and move old merchandise Outlines how to structure contests, when to run them, and for how long for best results Helps you build your sales staff's confidence and abilities by fostering a competitive spirit and rewarding top sellers You'll see excitement build as your sales staff prepares for the game. They can't wait to see how they'll do. Everyone wants to be the best they can be. So help them achieve that, and watch your sales and profits grow! About the Author HARRY J. FRIEDMAN is an international retail authority, consultant, and the most heavily attended speaker on retail selling and operational management in the world today. More than 500,000 retailers have used his groundbreaking high-performance training systems, including Neiman Marcus, Cartier, Hallmark, Billabong, La-Z-Boy, and Godiva. He created the number-one retail sales and management system used by more retailers than any other system of its kind. For more information on other Friedman Group retail training products, webinars, seminars, e-learning, or on-site training and consulting services, visit www.TheFriedmanGroup.com.