

Sale-A-Bration is over – now what?

So, how do you keep the excitement going once Sale-A-Bration is over? In this Mini-Class you will learn some creative ways to keep your sales up and bring new channels of revenue to your business. Let's get started!

RETIRING ITEMS

IN COLORS

== 2014-2016 IN COLORS ==



Every year, the retiring list is released and every year people are shocked when In Color merchandise runs out (remember the great Strawberry Slush Panic of 2014?). We have all known for TWO YEARS when Blackberry Bliss, Hello Honey, Lost Lagoon, Mossy Meadow and Tangelo Twist are retiring!

Along with the Card Stock, Ink Pads, Ink Refills and Markers in these In Colors, the following products will also almost certainly be retiring due to the inclusion of the 2014-2016 In Colors:

- Designer Series Paper Stacks - #138433
- Bohemian Designer Series Paper - #138446
- English Garden Designer Series Paper - #138440
- Farmers Market Designer Series Paper - #138448
- Sweet Li'l Things Designer Paper - #138447
- Merry Moments Designer Series Paper - #138450
- Cherry On Top Designer Series Paper Stack - #138442
- Hello Baby Boy Card Collection - #138504
- Perpetual Birthday Calendar Project Kit - #137950
- 2014-2016 In Color Designer Washi Tape - #138382

- Sweet Li'l Things Designer Washi Tape - #138387
- All Colors of 5/8" Striped Cotton Ribbon (p. 159)

So one thing you can do right now is plan classes, events and offerings featuring these products. Pair them with each other and neutrals, avoiding as many of the other collection colors as possible to ensure that customers are focused on the items that will be retiring.

Go out of the way to express to your customers that every year when the retiring list comes out, people panic and MANY lose out on getting the items they want. If they order NOW they will avoid all of the rush and won't miss out.

Now, pay CLOSE attention to customers who do purchase all or multiples of items in the retiring colors and once the retiring list does come out, be sure to offer the best customer service you can by CALLING (NOT emailing!) those customers and let them know that this is the last chance for them to stock up. Chances are they've used some of their retiring In Color items and by your reminding them how much they love these items, they will be more inclined to purchase more in order to never run out.

DESIGNER SERIES PAPER



It is rare for Stampin' Up! to carry over Designer Series Paper. There have been cases where neutrally themed patterns have carried over but multi-colored DSPs usually are replaced with new color mixes and patterns.

Featuring Designer Series Paper in your projects and samples in classes and events, especially when you show customers how to use ALL their paper, will get them purchasing packs that they love.

PROJECT KITS

History has shown that most kits in the annual catalogs are not carried over. Promoting the kits on their own is something you can do now with the anticipation that they will be retired. But there are additional ways you can generate sales from the kits:

Hold events where the class fee includes the full retail price of the kit (including tax and shipping) plus your additional material costs + your time + profit margin and offer additional or alternative projects with the kits.



Sweet Stack Project Kit

1. Show how they can turn each “slice” into a favor box by standing it on the “edge” with the point facing up.
2. Show them how to make a slice pattern by tracing unfolded slices onto Thick White Cardstock to use for future projects
3. Show them how to customize the edge of the stand with punched or die cut shapes.
4. Show them alternate projects they can make with the Sweet Stack Stamp Set. Create a birthday suite of an invite, party favor, treat bag, thank you note, etc.; show how they can use the long skinny stamps to make belly bands for other projects.



Tin Of Cards Project Kit

1. Use the kit to kickstart an ongoing card making series. Everyone purchases the kit, makes the cards and you provide materials to make a few more to get them started.
2. Hold monthly or quarterly events to make cards to replenish their stash in their tins – look forward to include holidays/events that will take place before the next scheduled event.
3. Show them alternate projects they can make using the Tin of Cards Stamp Set. Emphasize that this is a great set to add a huge number of greetings for other stamp set that don't have any.
- 4.



Perpetual Birthday Calendar Project Kit

1. Offer an assembly event as a kickstarter for a Birthday Card Club. Attendees go home with their completed calendar and either some birthday cards made at the same event.
2. Offer a class each month just for attendees to make birthday cards OR offer them a special discount on birthday card classes OR each month email them images of three different birthday cards exclusive to them (build that time into the assembly night fee!).

3. Show them alternate projects they can make using the Perpetual Birthday Calendar Stamp Set. Use the stamps from the set to make quick and easy birthday cards to add to their collection.



Hello Life Project Kit

1. Use the materials to make a family weekly calendar, a shopping list center, a family to do list center, an event organizer, etc. Show several variations (components of the kit can be reproduced using die cuts, punches and trimmers) and allow people to purchase “kits” that you make up using materials as closely matched as you can with what you have to make change up their “frame”.
2. Show them alternate projects they can make using the Hello Life Stamp Set. Use the large greeting stamp to make fast and sweet notecards and punch out the hearts to upsell both the notecards and envelopes and the punch(es) that you use.

KITS

Use the stamp sets that coordinate with the kits on pp. 154-155 to create additional projects and build an event around that specific set IF YOU ALREADY OWN THEM. This late in the catalog run it does not make sense to purchase these sets unless you have a special request from a customer and you are able to fold the cost of the stamp set into the event.

Consider offering an event where each participant who has purchased any of the kits and accompanying stamp sets is eligible for first dibs on a seat at a class where you use the stamp set to make a whole new collection of projects.

WHEN THE RETIRING LIST COMES OUT

- When the retiring list comes out some homework on your end could mean lots of additional sales. Go through your customer reports and look for people who purchased any consumable retiring item. Contact them and let them know that/those specific item(s) are retiring and ask them if they would like to order it/them again. This is CUSTOMER SERVICE. How many times have you had a favorite lipstick color and go to get it and find it's gone? How many times have you thought "I wish they would have called me and told me that!?" Exactly.
- Go through your customer reports and look for people who purchased items that coordinate with retiring products, like paper that matched a stamp set or an embossing folder that worked with a punch, etc. Again, let them know that item is retiring and make sure they didn't have the coordinating item on a wish list.
- If someone places an order and their order includes a retiring product that coordinates with another, call them and make sure they didn't overlook it. For example, a die cut that has a coordinating retiring stamp set or a stamp set that has a coordinating Designer Series Paper.
- Going back to the In Colors, go through your customer list and look up who has purchased the retiring In Color in pads; contact them and ask them if they want the ink refills before they are gone. At the same time check in with them about the rest of the product lines. You are offering SERVICE.

THE OCCASIONS CATALOG



Chances are, with Sale-A-Bration being the focus for three months, you haven't devoted the same love to the Occasions Catalog as you are able to devote to the Holiday Catalog.

Now's the time to reboot your Occasions Catalog offerings. A little extra attention over the next couple of months can bring you fresh sales.

PROMOTE THE BUNDLES & KITS

Use the bundles in the Occasions Catalog to help you build events. For instance, if you start a Birthday Club or class series, start out by using the suite of products from It's My Party and/or Birthday Bouquet. You can create a whole stamp camp (day long project driven event) using the Botanical Gardens suite. You can offer a class where people can make an entire zoo or farm of animals using the Pyramid Pals bundle; offer a class where people can make a children's birthday party suite of projects using this bundle (banner, favors, invites, thank you notes, etc.).

You can offer a stamp camp event using The You're So Lovely Kit and offering additional projects using the You're So Lovely Stamp set and the sponge brayer that comes in the kit.

You can purchase 10 \$1 frames at the dollar/big box store and use the Enjoy the Little Things Project Kit to have your customers make ten gifts (twelve if you count the two season specific pages); use chalkboard stand and other materials to make an alternative project (see the Hello Life Project Kit ideas above).

YOUR OWN RETIRING PRODUCTS

Once you know what is on the retiring list beyond what we already know is retiring, you can create kits using your consumables to sell after the items are officially considered retired.

NOTE: We do NOT recommend selling retired items at new catalog open houses or at other Stampin' Up! events that you offer. If you want to offer your retired product to people, we recommend you do so in an entirely separate event. And NEVER combine retired product sales and new product sales. We've even heard of people offering customers discounts on new catalog items based on retired product sales amounts. You cannibalize sales on both sides and train customers to NOT be excited about new catalog products. If you always shoot for the discount shoppers, that's all you will ever have. Don't make that mistake!

Also, there is no need to offer significant discounts on retired items unless their condition detracts from their value (damaged stamps, incomplete packages of paper, partially used consumables). Remember, their being retired INCREASES their value, not the other way. If you want to offer discounts do so such that you do not go below your cost for the item(s) including tax and shipping.

Here are some ways you can effectively sell your retired product:

- Your own “bundles” – combine stamp sets, Designer Series Papers, embellishments, punches, etc. that coordinate and sell the entire collection as a bundle.
- Project kits – create your own project kits using scraps, leftover embellishments, etc. and stamps. Create sketches showing customers how to assemble but leave details up to them (to save you them time). These items will include the cost of your time to put together the projects.
- Scrapbooking kits – cut Designer Series Paper down to 6X6, add in any leftover Project Life products and include some page maps (download or create). These items will include the cost of your time to put together the samples.
- Put together larger kits and sell them to organizations looking for fundraisers or community activities. These items will include the cost of your time to put together the kits and projects.
- Put together individual project kits and sell them in bundles to organizations as above. Brenda has had success selling kits to PTOs for “All About Me” scrapbooking events that the PTOs use as fundraisers. She provides all the materials needed for each person to create a mini-scrapbook made from one sheet of 12 X 12 paper plus all the little paper pieces necessary to complete each mini page. She does not include stamps. The kits cost her about \$5.00 per person to put together including her time and the PTO sells the kits to attendees for \$20 per person at an event where they get donated pizza and sodas. Some PTOs have paid Brenda a facilitator fee to be on site and help out.
- Package scraps (large enough to punch with largest punch) and sell as “paper salad” for a nominal fee.
- Package leftover Project Life cards and accessories with precut card stock and sell as card kits.

If these suggestions have helped you and make you feel energized and excited about growing your business, you might be interested in one on one coaching to help you grow your business to a scale you have only imagined. Our clients have all had tremendous success and we tailor our coaching to what YOU want for YOUR business. If this is something you have considered we welcome you to enjoy a free consultation that will help you and us identify if one on one coaching is right for you.

Simply [click here](#), fill out the form and we will contact you!

Should you have any questions about this Mini-Class or coaching, please feel free to reach out to me at any time at Brenda@withbirdseyeview.com