



Store Promotions

SITUATION

As sales manager of the Sox Shop, a team store for the Red Sox at a Mall in Woburn, Massachusetts, you notice sales have been dropping during the last two baseball seasons.

There has not been a noticeable drop in customer traffic however, it just seems people are looking without buying. The store's web site is popular and receives lots of hits. Web sales of store merchandise have been brisk.

INSTRUCTIONS

You are to establish a comprehensive plan to improve inside sales for the upcoming baseball season. Your plan should integrate the following concepts:

- Personal selling
- Promotion
- Customer Service
- E-commerce

You will develop a presentation for the store's general manager to explain your strategies. Your plan can be written and submitted to your teacher or presented to the class through a role play.

GUIDE/ CONSIDERATIONS

1. What is personal selling? Why is it important?
2. How will promotion help the store sell more merchandise?
3. Why is customer service important? Can it impact sales?

EVALUATION STANDARDS

1. Development of sales strategies to help the store move more product.
2. Creation of promotional strategies to improve store sales.
3. Understanding the impact e-commerce strategies can have on store sales.