



Just walk out your door: Generating New Customers

An important lesson to get your business to push is to always be looking for new customers. Do you have a shrinking customer base, by no fault of your own? People move, switch vendors, and even pass away. To continue to grow your business successfully, you must constantly be in search of new customers. Here are a few simple ways to do this as it applies to the Prom market. As always, please visit us at www.creationsbyfitzdesign.com for more detailed instructions and other unique marketing ideas.

How to find new customers:

Your customers are out there, you just have to take the first step by going out the front door to get them. Don't just stay in your four walls. You are your best salesperson, and only you know what your company and designers are capable of. The best way to showcase you is to get out and show off.

Give them a reason to come to you. Know the styles and dresses that your customers will want and have them on display in your store. Go out to your local malls and see what the girls are wearing, what the items are that are on sale, and of course, what the price points are. If you can't find a dress in the mall for less than \$100, then you would want to make sure your corsage options are in a higher price range than if every dress was \$30.

Go where the customers will be. We all know the girl needs a dress, and the boy needs a tux, so make friends with those business owners in your area. You can create what we call a Prom All Star group, cross marketing with each other for greater success. Other ideas are nail salons, hair salons, tanning salon, and restaurants.

Host or find an event that allows your customers to visit many or all their Prom needs at once. Bringing in the Prom All Stars to your shop for a Prom slumber party with a corsage bar so the girls can order everything. We want to continue the atmosphere of FUN into your shop, creating a future customer. Remember the number one thing that florists sell is emotion, with flowers. Creating and emphasizing the emotional bond is the best way to create what we call walking billboards, or people that will advertise for you.

What are the future possible sales from one Happy Prom customer?

Here is a synopsis of what this new customer would be worth to you:

- 1st Dance \$75
- 2nd Dance \$75
- Wedding \$2500
- 30 Anniversaries @ \$50 = \$1500
- 30 years of Birthdays 4 people = \$6000
- 30 years of Sympathy, Get Well, and Just Because = \$6000

Total from one "High school girl": \$16,150

These are just a few ideas of how to bring your young and new customers into your business. Visit us at www.creationsbyfitzdesign.com for a more detailed look at this and other marketing ideas for the Prom season.

Wishing you a successful and profitable Prom 2010!!!

Your friends at Fitz Design
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