

# Sales Promotions

Salesman MIKE FARMER.

After our meeting Tuesday several points were raised and I would be grateful if you could take a minute to fill this in and return it to me with your thoughts. Please write your name on the top.

If you say that you think that the idea is a good idea tick yes if not tick no. If you tick yes can you also rate the order of importance or preference you feel that they should be implemented? With 1 being the highest and 4 being the lowest importance.

**No Item**

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|---|---|-----|----|---|---|---|---|
| 1 | On Stock ranges, especially clearance, should we establish a higher retail price for 28 days before we advertise the lower selling price? | YES | NO | 1 | 2 | 3 | 4 |
|   |   |     | ✓  |   |   |   |   |
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|---|---|-----|----|---|---|---|---|
| 2 | When prices are reduced on clearance and stock should they be absolutely net or have a 10% discretion ie Barbados £15 or £16.75 | YES | NO | 1 | 2 | 3 | 4 |
|   |   |     | ✓  |   |   |   |   |
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|---|---|-----|-----|-----|-----|-----|
| 3 | If so what percentage should we markup to reduce? | 10% | 20% | 30% | 40% | 50% |
|   |   | ✓   |     |     |     |     |
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|---|--|-----|----|---|---|---|---|
| 4 | Should we increase the prices of some de branded non stock ranges for 28 days and then make limited period reductions after 28 days? | YES | NO | 1 | 2 | 3 | 4 |
|   |  | ✓   |    |   |   |   |   |
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|---|---|-----|----|---|---|---|---|
| 5 | If we increase selling prices rather than reduce the price for a promotion period what if we offer half price underlay on certain ranges? | YES | NO | 1 | 2 | 3 | 4 |
|   |   |     | ✗  | ✓ |   |   |   |
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|---|--|-----|----|---|---|---|---|
| 6 | Add value to our sales by giving a WRITTEN guarantee with all sales? | YES | NO | 1 | 2 | 3 | 4 |
|   |  | ✓   |    |   |   |   |   |
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|---|---|-----|----|---|---|---|---|
| 7 | Introduce a loyalty card after completion with discounts on maintenance materials, carpet cleaning or future sales? | YES | NO | 1 | 2 | 3 | 4 |
|   |   | ✓   |    |   |   |   |   |
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|---|--|-----|----|---|---|---|---|
| 8 | On completion if a customer has purchased carpet send a voucher for 10% off a wood, rug or vinyl purchase (or Vise Versa) within 3 months? | YES | NO | 1 | 2 | 3 | 4 |
|   |  |     |    | ✓ |   |   |   |
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|---|---|-----|----|---|---|---|---|
| 9 | On completion send a card offering a bottle of champagne if the recommend a friend who places an order for £500 or more with Mr Carpet? | YES | NO | 1 | 2 | 3 | 4 |
|   |   |     | ✓  |   |   |   |   |
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|----|---|-----|----|---|---|---|---|
| 10 | Should we de brand as many bespoke ranges as possible. If your answer is yes please put your top 20 ranges in order of preference on attached sheet | YES | NO | 1 | 2 | 3 | 4 |
|    |   |     |    | ✓ |   |   |   |