



## The 'Secret Sale' ... Shhhhhhhhhhh

Thank you for taking a closer look at the exciting **Secret Sale** concept ... this could be one of the most important letters you read this year!

### Overview

The first thing to know is that this is a **Celebration Sale** not a Desperation Sale. Your staff will love it, your special customers will love it ... and you will love it.

The next thing to know is that it's **new to the US market**, so it's something your customers have never seen before, and we think they'll react very favorably to this very novel approach. In fact, during this time of economic turbulence, when traditional techniques for liquidating inventory have been rendered ineffective, the 'Secret Sale' approach represents your best way to achieve the results you need!

This 'Secret Sale' sale is all about '**Staying in Business**'. There are plenty of 'Going out of Business Sales' or 'Retirement Sales' which can be highly effective because you've come to the end of the road, but there is only one 'Staying in Business Sale' which helps to protect your reputation and honor your valued customers.

It uses one of your most valuable but largely underutilized assets ... your customer base, to attract your VVIP, VIP and regular shoppers into your store for this very special event.

### Here are just a few of benefits of a 'Secret Sale'

- Turn aged and non performing inventory into cash
- Retire high interest debt
- Help fund your retirement
- Pay bills, pay off the bank ... whatever you want
- Stimulate store traffic and sluggish sales
- Stay in touch with your loyal customers
- Protect your valuable image (remember it's a Secret)
- Traditional 'Mass Media' marketing is no longer working and is very costly
- Receive a customized inventory plan after the Sale
- It is cost effective and targeted
- The 'Success Fee Guarantee' means your success is our success
- We're with you all the way
- Turning old inventory into cash may mean the difference between survival and ...

**Sure, you have run your own sales in the past. But, your current level of aged inventory is proof that something needs to change.**

## Here's how the 'Secret Sale' works

- The '**Secret Sale**' runs over two weeks. During the '**Invitation Only**' period there is no external sign that you are having a sale. No banners, displays or mass media advertising at all ... just a steady stream of your regular customers and their friends. As far as the rest of the world is concerned, it's business as usual ... hence the 'Secret' part.
- After we receive your **Customer Base** electronically, we run it through the NCOA (National Change of Address) list and then we check it for duplicate names. Once your Customer base is 'clean' we then separate it into three categories; VVIP, VIP and other.
- On the **1st day/s we target your VVIP customers**. This includes a personal 'Invitation Letter' with your logo, picture and signature to attend a special 1 day only opportunity. A 'Telephone' script and training is provided which will help your salespeople to significantly increase attendance by calling these important customers.
- Next **we target your VIP customers** using a similar approach to the VVIP customers.
- During the remaining **Invitation Days** of the 'Secret Sale' we target the rest of your database and invite them and a friend on a specific day. This not only creates urgency because they have to come in on that day but it also makes it more manageable for your staff so they can spend quality time with each customer to maximize their spending.  
**Note:** If customers cannot attend on their allocated day, they are encouraged to call the store and arrange another time. These customers are a guaranteed sale!
- The final three and a half (3 ½) days, Wednesday to Saturday, we open the store up to the general public using our proven **Half Price Stock Liquidation Sale**. At this stage, everything in store will be offered for sale at Half Price so we will help you identify any items not to be included.  
**Important:** While we recommend the final three and a half days to attract new, lifetime customers, if it is uneconomical to spend money on 'Mass Media' marketing or you are simply opposed to this concept, we can discuss the alternative of extending the 'Secret Invitation Only' period through to the Saturday and simply reduce the number of customers who are invited on any given day. The word 'Liquidation' is deliberate because it has been proven to produce the best response from 'non customers.'
- We also do a full **analysis of your inventory** prior to the event to make sure your margins are set correctly, thereby maximizing the profit for you.

## Our Success Fee Guarantee

Because we are so confident about getting an excellent result for you, we have a **Success Fee Guarantee**. Our normal success fee of 10% of gross sales during the sale only applies if we either achieve or exceed the budget we set for you. In the unlikely event that we fall short of our budget, our success fee drops by the same percentage as your sales. Here's how it works;

Let's say you only did \$80,000 instead of the \$100,000 we budgeted ... then our Success Fee is only 8% (80% of the 10% fee) because you only did 80% of the Sales budget. The Success Fee does not apply to non discounted items such as Pandora, Hearts on Fire, Repairs or Special Orders placed prior to the Sale.

## Other 'Secret Sale' Facts and Tips

- The advertising for the **Half Price Liquidation Sale** will depend on the information you provide us about your preferred local media options. The ads will center on the urgency of *"don't wait too long or the best will be gone"*. The ads also point strongly to **"Everything Half Price"** so some fast selling and new inventory may need to be removed. We will help you identify this.  
If you show an item, be prepared to sell it at the advertised discount or don't show it at all.
- In the final few days, having a retail announcer (if permitted) out the front of the store can make a massive difference to your sales.
- It is important that when you are talking with your customers, you mention that the longer they leave it the more chance there is that someone else will buy it. It also gets the customer anxious to buy and keeps their mind focused on, not 'if' they will buy it, but rather WHEN.
- During the promotion we recommend that you do not take layaways. Tests measuring the difference between taking layaways and not taking layaways produced significantly different results. If you don't offer the lay-away, the customer **WILL** find the money.
- When selling to a customer, remember to ask them *"What else can I help you with today?"* or *"What other special occasions do you have coming up?"* You'll be amazed how often this works and gives you the opportunity to show them more products.

Keep asking these questions until the customer says that he or she is satisfied. The record that we have at the moment is selling 54 articles to the one customer ... just by asking.

- Remember to try and up-sell the customer to a better purchase. It's in their interests as well because the customer is saving more money on a \$1,000 item than they are on a \$500 item.
- We will send you a **Secret Sale Checklist** to ensure that everything you need to do is taken care of before the sale starts.

**You have nothing to lose ... and everything to gain!**

**Get the process started TODAY ... time is of the essence. Call now for your no obligation 'Benefit Analysis' and take control of your inventory!**

Call toll-free 1-877-910-3343 or email [darci@edgeretailacademy.com](mailto:darci@edgeretailacademy.com)

**Your aged inventory has POTENTIAL. It's time to turn it into PROFIT**