

BALLOONING SALES



Meredith Grant gains 20% increase by floating some very smart ideas

One of our 2010 goals was to increase our balloon sales 15% over 2009," says Meredith Grant, owner of Enjoy Flowers in Laurel, Md. "Currently, we've increased our sales by closer to 20%."

Spearheading the success is a high-visibility merchandising approach accompanied by extensive interaction with the local community as well as nearby businesses.

"We purchased an inexpensive balloon corral that is affixed to our store ceiling. It immediately draws the attention of our walk-in customers who can easily see our balloon options and opt to add one or two to their carry-out order," says Meredith.

Furthermore, Meredith is always on the lookout for opportunities to donate balloons and balloon-related products. "So far, we have donated balloon arches to local high schools and a children's charity event. In addition to increasing our visibility in the community, we have received several balloon orders we otherwise would not have had."

But that's not all. Meredith has found that neighbors can also be very good at increasing sales possibilities. "Our shop is located in a shopping strip plaza," she explains. "Our neighbor is a children's theatre that runs summer and after-school programs. We have invested in several children's themed balloons, and we prominently display them near our glass store front. This has brought children (with parents in hand) into our store. Once inside, we make sure parents know we offer a discount to theatre customers, as we've also partnered with the theatre owner to offer discounted 'show bouquets' to parents on opening night. These efforts have resulted in both increased balloon and fresh cut flower sales."

As Innovator of the Month, Meredith will receive a \$250 check, a designers kit and plaque. She is eligible for the Innovator of the Year and could win a Luxury Included® vacation at Sandals! Send ideas to innovator@bloomnet.net.

