



The Retailer's Complete Book of Selling Games and Contests: Over 100 Selling Games for Increasing on-the-floor Performance

Harry J. Friedman

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One hundred ways to motivate your sales teams to outsell each other and grow your profits

In most retail stores, salespeople arrive at work with little enthusiasm to sell. The truth is that retail selling can be a little boring. It's up to owners and managers to provide the spark and motivation that inspires people to excel, even when store traffic is slow. One of the best ways to accomplish that is with selling games and contests. *The Retailer's Complete Book of Selling Games & Contests* contains more than one hundred selling games and contests that any retailer can use to motivate their staff, improve their sales skills, and generate extra sales during slow traffic periods.

Geared toward retailers of all industries and all sizes, from single stores to mega chains, this book will appeal to those with a vested interest in improving the performance of their salespeople and driving sales higher.

- Details how to use games to sell specific merchandise, increase add-on sales, and sell higher priced merchandise and groups of merchandise
- Outlines how to structure games and contests, when to run them, and for how long
- Helps managers build their sales staffs' confidence and abilities through fostering a competitive spirit and rewarding high sellers
- Harry J. Friedman is an international retail authority, consultant, and the most heavily attended speaker on retail selling and operational management in the world today

When you inspire your sales team to improve their skills and outsell each other, you'll boost your profits and outdo your competition

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