



## **Maximizing Your Christmas Sales**

Media are predicting "doom & gloom" for Christmas 2007 retail sales. Cable networks are broadcasting their diatribe that our US economy soon will "tank." If they can convince enough consumers that a recession is at hand, it just might happen. Say it often enough and fiction becomes truth. Retailers need to take steps to combat such ill founded concerns, including portrait studios.

Your objective is to remain optimistic and maximize your Christmas sales. You can easily do such by keeping your camera room open for sessions right up to Christmas Day. Far too many studios are operating on the old "mind set" of using film, not digital. When using digital, there is no logical reason to close up the camera room from 7 December through 1 January. Studio managers should recognize and take advantage of the fact that consumers are more willing to spend money during Christmas. But you must believe that your product is an excellent gift idea that gives enjoyment immediately and forever. It never wears out or breaks and does not need batteries.

Salient reasons for last minute portrait sessions:

- 1. portraits are a "one of a kind gift."**
- 2. portraits are so easy to give as a gift.**
- 3. as a Christmas gift, portraits are so easy to sell.**
- 4. as a remembrance portrait when families re-unite for the Holidays.**
- 5. need classic family greeting cards.**

Keep in mind that during December, consumers do not have the time to meet your schedule; make yourself easily available to them. Always offer inexpensive frames, provide an excellent folder or gift box for each portrait for those last minute Christmas sessions. Don't force your clients to run around town looking for inexpensive frames. Your selling strategy is to take away all the fears and ill conceived objections that consumers have that most professional

studios are too expensive and only carry expensive frames made of exotic woods. Remind consumers that portraits are a gift that keeps on giving. Make it very easy for your clients to come back early in January to reorder more prints before they receive December's credit card statement--give them a coupon stating your special offer.

And do not forget January promotions. Send out a special discount coupon to all your sittings from the year stating they are more than welcome to place reorders for additional prints.

Keep your doors open and send in your files for immediate printing. Santa will delivery those last minute Christmas prints on time.

Thanks Jon S.for your ideas.

If you think a friend or studio would benefit from our newsletter, have them contact Pechman Imaging to sign up.

800-777-0221 or <http://www.pechmanimaging.com>

*Let us know your thoughts.* Email us at: [marketing@pechmanimaging.com](mailto:marketing@pechmanimaging.com)

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