

The Magic of Selling Father's Day Cards



The key to a successful greeting card department is....keep the cards straightened and in the proper category, and have the appropriate envelope with every card. That's it. Doesn't sound like magic? It is, and it's rare. Visit the Father's Day card section of any chain store and take a look at their card department – I guarantee it will be a mess. If you really want to see a disaster, go into a dollar store and look at their Father's Day card section (bring a camera, I would love to see the photos). Customers will hunt for a card for only so long before they move down the street. People do not hunt for envelopes; they simply grab the envelope that is closest to them. As long as the card fits in the envelope, that's fine, but this leaves another orphaned card in your rack. And orphaned cards have a hard time finding a home.

Assign someone to straighten your greeting cards *at least* once a day from now until Tuesday, June 16, then three times a day on June 17 and 18, then every hour on June 19 and 20. If you are open on Father's Day (Sunday, June 21), then check the cards as often as you can. The person in charge of keeping your cards in order does not have to be the "card person"; in fact, he or she can be a relative that is looking for some spending money or perhaps a senior citizen willing to give you a few hours. As long as he or she understands the concept of different card categories and knows where to find envelopes, then you have the right helper.

Tips:

- To spark early sales of Father's Day cards, offer a free stamp. Start the promotion today and end on June 13. Do not offer this promotion on \$1.00 or 99-cent cards.
- Keep extra envelopes by the register for those who may ask, "Do you have an envelope for this card?"
- Dads (like me) like chocolate as well as any other person. One-pound or smaller boxes of chocolates fit nicely in a greeting card pocket.
- Place a poster board-sized sign with a countdown to Father's Day in your store.
- Keep the area near the cards open and navigable so people can walk back and forth without asking someone to scoot over.

I understand that this seems like common sense and not magic at all. Trust me: do this and you will be one of the few who have optimized the sale of Father's Day greeting cards. Good luck.

-- Gabe Trahan, NCPA Senior Director of Store Operations and Marketing
Front-End Overhaul