

# Make New Year's Bigger Than Christmas – Part 1

Seasonal sales for Christmas and Hanukkah no longer offer the big revenue surge that other industry retailers enjoy. A lack of room and a shortage of suppliers and purchasing power can be a deterrent to many stores. Others have made the conscious decision that gift wrap, trim-a-tree and candy simply do not fit in their business model.

Last year, it was reported that nearly 45 percent of Americans made a New Year's resolution. That is a huge market to tap into, and for a health provider, it is a hand-in-glove fit. **Now is the time to get ready to help your customers make and stick with their New Year's resolutions.** Plant the seed today and the sales will grow for months.

Let's take a look at some of the top healthy resolutions that people will be swearing to in 2014:

- **WEIGHT LOSS:** The perennial number one resolution is weight loss. A full end-cap of weight loss products is not practical for most stores; however, if you have a favorite product for helping people slim down, then buy enough of it to feature a display near the pharmacy register.

To get the conversation going, a sign that simply reads, "We can help with your weight loss resolution" is essential. If room allows, companion sale items such as healthy snacks, nutritional items, self-help books, and vitamins are always a good idea to keep nearby. An easy impulse sale is a display of bottled water with a sign that reads, "Your body called, it wants more water!" Water is essential to weight loss.



- **SMOKING CESSATION:** Quitting smoking is a top runner for resolutions. Along with smoking cessation products, offer written material and tips that may help and a list of local support groups. Consider a small reward for anyone who quits smoking; this could be a onetime discount on OTC items after the first month of quitting, or a gift certificate from your store.
- **MORE EXERCISE:** Exercising and taking a good multivitamin are on the minds of many individuals. Purchase and display a dozen or more of your favorite multivitamins; aim for quality, not price points. Create a sign that reads, "Our pharmacist recommends..." Go one step further and offer 20 to 40 percent off the first bottle. Making the effort to sell one bottle of quality vitamins can equal 12 bottle sales a year.
- **LESS STRESS:** Reducing stress is one of the four things on consumers' minds. Be prepared to offer a variety of ways to relieve stress. Consider featuring B-Complex and other vitamins, yoga accessories and books, stress balls, bath salts, aromatherapy, candles, massage oils, and teas.

-- Gabe Trahan, Senior Director of Store Operations and Marketing