

SALE! 50% off all Christmas Items!

That was the headline of a flyer that I recently received in my mailbox. The chain drug flyer stated the sale started November 13th. Crazy. It's bad enough that you are expected to sell Christmas merchandise at 50% off the day after Christmas, now you have to compete with November 13th?

Here is a **simple way to create Holiday sales without playing the discount game** and without having to buy seasonal merchandise!! I apologies if this sounds too easy. Market your pharmacy as a **"Stocking Stuffer Headquarters"**. "With hundreds to choose from!" You have everyday stocking stuffers and Healthy Stocking Stuffers. You see there are no magical Elves at the North Pole making stocking stuffers, (sorry if that upsets you). The fact is that anything that fits in a Stocking is pretty much a Stocking Stuffer! It's all in the eyes of the beholder.

Your Independent Pharmacy, Home of Over 100 Stocking Stuffers!

Here's what you do, Create 100 stocking stuffer signs. You can use the sign template that we have provided or create your own. If you create your own, please send me a copy, I would love to see them! Place the signs on everything from Abreva® to Zanfel™. Toothbrushes to socks for diabetics. Everyday candy bars to Vitamin D. Let your imagination go wild; engage the right hemisphere of your brain! To help you get started we provided you a list of 100 Stocking Stuffer suggestions. The day after Christmas take down the signs, save them for next year and forget having to discount one thing.

Tips: Keep a list of what you have designated as stocking stuffers; it will come in handy for next year. Make note of your 20 best sellers and order more of those items for 2012. Challenge yourself each year to add 20 new products to your list. Build an end-cap or two with an assortment of your stocking stuffers. Send in a photo of your endcap... maybe it will end up on the Merchandising Hall of Fame!

Don't panic, stocking stuffers best selling period is just a few days before Christmas.

Good luck and have a great Holiday.

Gabe