Annual Sales Promotions and Planning Breakout Session

**Identify your Opportunities**

For the purpose of this exercise, you will focus on the months of:

**October, November and December.**

**Step 1: Hot Dates and Upcoming events**

Search the web to identify the following

* + 1. Important dates, happenings and events as well as what awareness causes occur for your three months. (Autism Awareness, Wounded Warriors,ect)

**Step 1: Identify Groups**

Search the web to identify the following

* + 1. Any local affinity groups. (American Legion, Eagles, Moose, VFW, ect.)
    2. Clubs, Squadrons, Battalions, ect.

**Step 2: Identify Inventory Opportunities (Day and Day Parts)**

Based on your findings from your OCRA reports:

1. Identify what day(s) and day parts that would give you the most potential for revenue growth

**Step 3: Identify Program Opportunities**

Based on your findings from your OCRA reports:

1. Identify which programs have underperformed the most
2. Based on your findings which program has the most potential for success in FY15.
3. Identify what day(s) and day parts that would be the best place to start 2 new Hook up 2 Bowling.
4. Identify what day(s) would be best to host a group event
5. Identify what day(s) and day parts that would be the best place to start 2 new leagues.

**Create a Tactical Plan for One Month**

**Step 4: Identify Promotional/Sales Activities**

Based on your answers in the previous Steps 1, 2, and 3 define the details of your targeting activities. Include:

What activities you will need to do to reach your targeted groups

1. Sales activity (inside & outside)
2. Advertising
3. e-mail
4. Social media
5. Telemarketing
6. Iinterior messaging
7. Sales collateral
8. Networking
9. Staff communication & motivation

**Step 5: Identify Goals**

What your goals are for the activity [i.e. to reach the decision maker for X number of groups, set X number of appointments, book X number of events, Start X number of HU2B, Have x number of people participate in HU2B, ect].