

Are you making the most of your Christmas Poultry Sales?

We all know Christmas is the peak time for selling Christmas Poultry and by the end of October many Christmas order books will be filling up well. How can you maximise the interest you get during the winter period?

If you only see your customers once a year, there are several simple, low cost marketing methods to get more sales from your Christmas poultry this year. How?

1. Upsell
2. Cross sell
3. Onward ordering
4. Vouchers for future use

Let's take those one at a time.

1. Upsell - sell a more expensive item

Do you find it difficult to sell the larger turkey stags? When someone orders a medium size turkey, offer a larger bird perhaps at a smaller £/kg. Suggest this will ensure there's plenty for Boxing Day. Or if someone orders a white turkey, offer them the chance to try a Bronze turkey.

Time permitting you can offer a boned and rolled turkey, a turkey crown or a 2 or 3 bird roast (look out for our course on boning & rolling chickens). If you don't let people know what you do, they won't know to ask.

2. Cross Sell - sell a complimentary item

If you've taken an order for Christmas Poultry can you offer e.g. sausage meat, chippolatas, wine (licence permitting) to go with that order? Simply ask "Would you like any trimmings to go with that such as sausage meat, chippolatas etc". To make it simple you could have a fixed price for the trimmings e.g. For an extra £8 you can have x,y and z. This can be a simple way to increase your bottom line. Do you know a local chutney maker who would be willing to put together e.g. 3 chutneys in a gift box or bag that you could be offered with the turkey - ideal for Boxing Day cold meats.

If someone is ordering a turkey or goose from you, you could consider having other non perishable items that could be added to that order e.g.

Stuffing mixes

Fresh herbs

Cranberry sauce

Again make it easy. Would you like stuffing mix and cranberry sauce with that? If you can use local producers or a specialist organic or wholefood supplier, then you can help increase their trade at Christmas too. You don't want too much stock left over, so start cautiously and see how it goes this year.

Or think laterally. When people collect their turkeys they will have done most of their shopping but you'd be surprised how many last minute items might have been missed. How about some of these ideas for impulse buys on the day?

Table decorations

Holly wreaths

Clove studded oranges

3. Onward ordering

Asking the question 'Would you like to book your turkey for next year?' before they leave, is a great way to get contact details and start your order book going. Just make sure you have a robust system so you don't lose those early orders. Even if people don't want to committ you could ask if they'd like you to contact them in Sep/Oct/Nov to remind them about ordering. When you ask for details make sure you ask for an email address too. You may not use email now, but email marketing is a cost effective way to send targeted messages to your customers.

4. Encourage repeat custom

If you sell all year round, enclosing a voucher for use in the New Year can bring those once a year customers back to you. If you make the voucher valid only for use in January that can help to remind people that they can buy poultry from you all year round.

Yes it is a busy time, but don't let opportunities slip by to make more money or more future sales. At the very least make sure you have a good customer list with contact details. If you hold contact details you should look at The Data Protection Act and ensure you are registered if necessary and that you comply with the act.

Juliet Fay October 2009

Profile

Juliet Fay is an agri-food marketing adviser and certified copywriter. She has spent 14 years promoting and selling food and in the last 3 years has offered a freelance service to other businesses to help market their products. For free writing and marketing tips subscribe to her newsletter and check out articles on her website.