



# 10 tips to conquer the recession

As Seen in *ED's Club Bulletin* May 2009

Now here's some ideas **you** can borrow!  
courtesy of *Deja Vu's Peter Luster*



If you can bring your customers back into your club just one more time per month, you can increase your gross sales by 25 percent. But how do you do that? What promotions will increase your sales?

First, it starts with your staff. The success of the promotions I'll describe depend largely on your staff. They have to be in charge of all of your in-house promotions. If you don't have them involved, the promotion is not going to do well. How do you get your staff involved? Money. Incentives are

what drives your staff, and they'll want to be a part of it.

There are a few ways we get our staff involved. For example, we'll give away plasma screens for the best sales at the end of the month, right down to cash. You spend money on ads, so why not spend it on the employee that out performs the others and helps bring that customer back into the club that one extra time a month?

There is a new promotion we've been using for Monday Night Football. We're giving away \$10,000 on Monday nights. If you come into the club you get a ticket, and no purchase is required. If a team runs back the opening kick-off for a touchdown, someone in the club will win \$10,000. We insured this promotion for \$1,600 for a 16-weeks, so that's only \$100 a week for a promotion. That's only one of 100 promotions you can insure and pick from with a company called "Odds On Promotions" ([www.odds-onpromotions.com](http://www.odds-onpromotions.com)). It sure looks good on that banner when it says we give away \$10,000 every Monday night.

There used to be a time when club owners around the country didn't have TVs with sports playing on them in their clubs, because they thought it would take away from the dancers and their incomes. But now, people realize that these sporting events are social gatherings. If it keeps them at your club longer and in bigger numbers, that can help make your place a place "where the action is."

At a few locations we'll do \$2 steak on Monday nights. It's black angus steak, and we lose about \$1.30 on every steak. And we'll sell 100 steaks on Monday night, and that's not bad. We're only losing a couple hundred dollars, but it's a great promotion and it sure beats putting an ad in somewhere. And it still helps make that the place to go on Monday night.

Another easy promotion we have is the fishbowl—the one up front, at the door, where people leave their business cards. Our daytime secretary calls up one person, tells them they've won a party for ten; we put out some hors d'oeuvres and give them the first round of drinks. And we'll give away three or four of those on a Tuesday or Wednesday night. Now we have 30 or 40 extra people in the club on an off night, and we all know that people draw people.

Any time you do a promotion, either do it right or just don't do it. If you do it half-assed, it makes the staff not take you seriously and it makes the club look bad. No matter what it is, make sure your staff is involved and knowledgeable about the promotion, and give them incentives to help with the promotion.