

SALES TOOLKIT

HOW TO SELL VIRTUAL BALLOONS

A Summary of experience so far

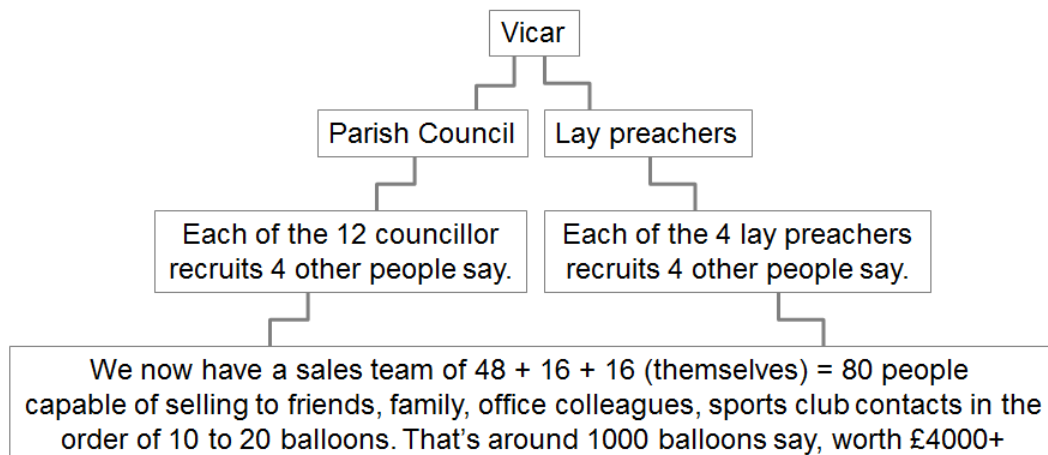
- Do plan and create a workable sales strategy. You need a sales pyramid whereby responsibility is devolved down and outwards
- Do allow at least 3 weeks planning time and 6 weeks selling. Think about cross pollination opportunities months in advance
- Do develop schools or similar organisations as sales partners - children are brilliant sales people
- Do share sales proceeds with that school, 70/30 say, as that will motivate the teachers, PTA and parents to participate and sell more
- Do use flyers but only where there is no added cost such as inclusion with a newsletter to supporters
- Do use social media wherever possible. The primary three are Facebook, Twitter and Pinterest
- Do use electronic database marketing with an email advert. Send out once a week only for 5 weeks, say
- Do develop long term corporate partners but remember their decision making process could take weeks or months
- Do contact small businesses – they will probably react instantly - remember to offer free balloons in exchange for money
- Do use lots of colourful posters as a way of getting the message out there

- Don't sell in the street unless very sure. The concept of **virtual** is hard for many people to instantly understand
- Don't think prizes do not matter. They matter a lot. Remember millions buy lottery tickets every week to try and win something

CREATING A PHYSICAL SALES TEAM

Organisers who think that just a handful of helpers will sell lots of balloons are generally mistaken. A pyramid of sales people is the best solution.

Imagine you are a parish priest or vicar, say, managing St John's Church, Anywhere. As a vicar you will have a parish council of say 12, plus usually a small team, say, of 4 lay preachers. You can readily see that by extending down your small team of highly motivated supporters, you can create a reasonably sized sales team that will bring in some well needed revenues!



Balloon Cards

As part of the race purchase package, Rentaballoonrace.com organisers receive 1000 A5 Balloon Cards. These cards are 350gsm card, printed in full colour on both sides and have designs created by Purepages design staff, but agreed by the client organisation. Examples for a climbing club race are below



On the back of the A5 balloon card will be a unique ID. This ID or activation code can be used to enter the race and decorate his or her balloon(s) via their Rentaballoonrace.com subdomain. The balloon will not be entered for the race UNLESS the ID is activated via the above website

Other Physical Sales Methods

Some organisations like golf clubs and schools can create a temporary Point of Sale (POS) location such as a school reception area or a sports club bar, for example. Some charities like the RSPB have dozens of wildlife centres scattered across the UK.

Their Midlands field sales staff, based at Middleton Lakes near Tamworth are able to sell a balloon by using a laptop or just pen and paper. They take the supporters money and then enter their name and email address onto a Microsoft Excel file. This Excel file is used to generate a CSV file which is sent to the Rentaballoonrace system by email.

If a laptop is not available, a paper chart may be used which will later be transferred onto the computerised POS chart later in the day.

Once loaded, the supporter who purchased the virtual balloon receives a thank you email containing a unique ID or activation code. As before in (1) the purchaser receives a thank you email containing a unique ID or activation code which can be used to enter the race and decorate his or her balloon(s). The balloon will not be entered for the race UNLESS the ID is activated via the above website

Using Sales Partners

Schools make excellent sales partners for two reasons. Firstly, children make brilliant sales staff, honed from years of pestering parents to get what they want. Secondly, the virtual balloon race is somewhat like a computer game and appeals to them immediately.



Do not overlook other organisations such as golf clubs or churches either, especially if they are close by or you have already developed good relations with them.

The key point here is to share proceeds. The school children will be far more motivated if they think they are making money for the school as well. Eyton

Primary School near Wrexham, with only 50 plus kids, managed to sell over 400 balloons. One child, Andrew Raffles sold 32 on his own. The children were motivated by the monies going to their school as well as Nightingale Hospice.

INTERNET SALES FROM DATABASE EMAIL ADVERTS

Many charities have significant email databases of direct supporters and other members of the general public who have shown interest in some way. This latter group could have signed an online petition for example, but not actually ever formally joined the supporters' network.

And having a large database means that the Rentaballoonrace virtual balloon race system lends itself very well to an online sales campaign using email adverts. Supporters will be notified by email and can then purchase balloons via the organisations individual website, for example, <http://www.rabr.co.uk/deuk>

The purchaser receives a thank you email containing a unique ID or activation code which can be used to change parameters or decorate his or her balloon(s). The balloon is automatically entered for the race irrespective of whether the balloon parameters are changed or it is decorated.

INTERNET SALES FROM A NAME AND ADDRESS DATABASE

Charities with a predominantly older age range of hard core supporters often have large name and address databases. Unfortunately sending out printed matter in the form of newsletters and appeal flyers is very expensive. Moreover, if envelopes only go out twice a year, say, long term planning is important.

Any flyer should direct the supporter to the race website or indicate who of their network might sell them a physical balloon card for cash

Many organisations like schools and hospices will use a mixture of both sales team and electronic databases

AN EXAMPLE OF A MULTI MEDIA MARKETING AND SALES PLAN / CAMPAIGN

CLIENT
RACE LAUNCH
SELLING COMMENCES

RABA
1st November 2014
12TH September

INTERNET BASED

1. Email adverts

Who Views All members on the RABA databases
When Mid-August, Mid-September, Mid-October, November 12th
Creative Purepages / RABA digital team
Distribution to All members on the RABA database
Distribution by RABA digital team

2. Youtube

Who Views General Public
When Mid-August onwards
Creative Purepages / RABA digital team
Distribution by RABA digital team

3. Online Press Releases

Who Views General Public
When Mid-August onwards
Creative Purepages / RABA digital team
Distribution to Internet newspapers and blogs
Distribution by RABA digital team

4. Online Adverts on RABA Websites

Who Views RABA supporters / General Public
When Mid-August onwards
Creative Purepages / RABA digital team
Distribution to RABA digital team
Distribution by RABA digital team

5. Social Media

Who Views RABA supporters / General Public
When Mid-August onwards
Creative Purepages / RABA digital team
Distribution to Facebook, Twitter, LinkedIn, Blogs and Forums
Distribution by RABA digital team

PRINTED MATTER

6. RABA Magazine Adverts

Who Views RABA members / General Public
When Mid-August onwards
Creative Purepages / RABA Creative
Distribution to RABA Magazine team

7. A3 Paper Posters + A5 Colour Flyers

Who to Corporates / schools / shows
When Mid-August onwards
Creative Purepages / RABA Creative
Distribution by All field sales Midlands (full & P/T)

8. Newspaper Press Releases

Who Views General Public
When Mid-August onwards
Creative Purepages / RABA Creative
Distribution to National and local newspapers
Distribution by RABA Community Marketing

RADIO

9. Radio Press Release / News item

Who Listens RABA supporters / General Public
When Mid-August onwards
Creative Purepages / RABA digital team
Distribution to Radio stations SPB digital team
Distribution by RABA digital team

BALLOON PURCHASING METHODS

10. Via A5 Colour Balloon Cards

Who to RABA members / General Public
When Mid-August onwards
Creative Purepages / RABA Creative
Distribution by Field sales team Midlands
Where RABA Field centres Midlands
Part time staff at RABA tents at agricultural shows

11. Via Point of Sale (POS) Laptop or Plain Paper

Who to Field centre visitors
When Mid-August onwards
Creative Purepages
Distribution by RABA field centre staff Midlands
Where RABA field centres Midlands
Part time staff at RABA tents at agricultural shows

12. Via the Internet

Who to RABA members / General Public / Corporates / Schools
When Mid-August onwards
Creative Purepages / RABA digital team
Distribution by RABA digital team

SUMMARY OF MARKETING WORKLOAD

Marketing Tactics	HQ Balloon Project team	HQ Digital Marketing	HQ Creative	Field Centre staff	Part time Show staff	Pure pages
RABA Web Ads Youtube		√				√
RABA Printed Magazine	√		√			
Sales promotion material	√		√			√
Press releases			√			√
Social Media		√		√		√
Local schools & business	√	√	√	√	√	
Radio			√			
Word of Mouth				√	√	

SALES STAFF GANTT CHART												
	WEEK START											LAUNCH
	8TH JULY	15TH JULY	22ND JULY	29TH JULY	5TH AUG	12TH AUG	19TH AUG	26TH AUG	2ND SEPT	9ND SEPT	16TH SEPT	
FACE TO FACE												
door to door												
friends and family												
static locations inside												
static locations in street												
CORPORATE SALES												
Large Organisations												
Higher Academia												
Schools and Colleges												
Professional Firms												
SMEs												
Clubs and Societies												
PRINTED MATTER MAILSHOTS												
INTERNET												
HoGS website adverts												
HoGS e-newsletter												
SMedia-Facebook												
SMedia-Twitter												
SMedia-Pinterest												
Viral videos												
Online Press Releases												
Database Marketing												
TV, RADIO, NEWSPAPERS												
TV												
Radio												
Newspapers												
WORD OF MOUTH												

QUANTITATIVE SALES PROJECTIONS							
						ESTIMATED BALLOON SALES	BALLOON RRP £5 ESTIMATED INCOME £
Rating	MEDIA CHANNEL	DESIGNATED STAFF	CHANNEL HOURS BUDGETED	STAFF HOURS AVAILABLE	DATES ALLOCATED		
10 best	FACE TO FACE						
	door to door	John Scanlon, Sally	8	John Scanlon 160	1st June - 14th	60	300
	friends and family	Whole sales pyramid (40 persons)	4 weeks	Sally 160	1st June - 28th June	400	2000
	static locations	2, sally, fred	8 each	Fred 160	Saturday 4th June	240	1200
	CORPORATE SALES						
	Large Organisations	Fred			1st June - 14th	2000	10000
	Higher Academia	Jack		Jack 160	1st June - 14th	200	1000
	Schools	John Scanlon			1st June - 14th	400	2000
	Local professionals	Jack			1st June - 14th	200	1000
	Clubs and Societies	Jack			1st June - 14th	200	1000
	PRINTED MATTER MAILSHOTS						
	INTERNET						
	Website adverts	IT Dept	4		Monday 28th May	200	1000
	Social media	IT Dept			Everyday	100	500
	Viral videos	n/a			n/a		
	Online Press Releases	Jack			Monday/Tuesday 28-29 May	40	200
	Database Marketing	Jill		Jill 160	Monday/Tuesday 28-29 May	600	3000
	TV, RADIO, NEWSPAPERS						
	TV	n/a					
	Radio	Jack			1st - 7th June	40	200
	Newspapers	Jill			1st June - 14th	120	600
	WORD OF MOUTH	All staff, friends and family			All selling period	40	200
	Σ		800	800		4840	24200