

Turn around your redemption counter with these time-tested ideas

By *Jim Chapman, Director of Sales, Coast to Coast Entertainment*

It happens to all of us from time to time. Our counters seem to get old and stale. There are many reasons for this: we get sidetracked, we are a bit out-of-season so we hold off ordering, another fire needs to be put out just as we begin to look at what we need to order, we have inventory that we paid for... I have been there and know the feeling well.

Here are a few ways to keep on top of your redemption counter:

--Begin every Monday morning with your favorite beverage: coffee, latte, Pepsi, Mountain Dew...and take a quick inventory of what you have in your counter and on your wall. You do not need to count every army guy but you need to see what sold over the weekend. Once you have completed this, call your suppliers!!!! By doing this religiously you will have your counter full as your prizes will arrive by Thursday and you can fill your bins and wall before the weekend.

--Once a month do a complete inventory. List every item you have and see what you have left. You will now know what items need to be moved out at cost, what items are selling well and what items you need to begin to phase out so you are not overloaded. This is a perfect task for

one of your detail-oriented employees to complete.

--Ask every one of your suppliers to provide you a list of their top three selling items at the various prize levels:



Keeping your redemption counter clean, well-stocked and fresh will make you more money and set a positive tone for your business.

10, 30, 50, 100, 200, 500 and 1,000. They know their business and will be glad to help you on this. Remember, this is their job and they all have access to what is sell well within your company. Down deep they want to help you so you sell more and in turn buy more from them. This relation-

ship is not a "one and done" deal. They truly want to see you succeed.

--You need to add five to seven new items every month to keep your counter fresh and exciting to your customers. By

working with your suppliers they will have your counter looking great and earning you more money.

--Do not be afraid to try new items. Get your staff involved by having them look at the catalogues from your suppliers. Your staff knows what the kids like and

dislike as they deal with your customers every day. Use this information to your advantage. This will also help you as your staff will feel more a part of the team and they will help sell the prizes they suggested. Our employees have fun with this and it has helped us bring in better prizes.

--Find yourself at least five to eight suppliers. There are many great suppliers out there to help you make the best counter possible. One supplier can't have all of the prizes you need to make your counters income producers. I would be happy to share the list of suppliers we use so just email or call me and I will share this information with you.

--Lastly, know that the look of your redemption counter helps set the tone of your business. You work so hard on the other segments of your business don't allow your redemption counter to be a weak link. If you go in acting like a kid in a candy store and get excited, you will see a dramatic shift in the look of your counters. Ordering prizes can be a fun thing to do. Get into a positive habit and your counters will look great.

Remember: the better your counter looks, the more your games will make!

As always, I am here to help, so feel free to call (800.224.1717 ext. 726) or email me at jimmychaps@aol.com.



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