

A "Closed Door Event" That Opened The Doors To A Sales Frenzy

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**By Kris Mills**

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With sales promotions being an everyday part of life, many shoppers are starting to become desensitised to the value of "sales". Here's a unique type of "sale" that not only significantly increases your sales figures, it also enables you to maximise repeat trade.

If you have stock to clear or are about to introduce a new range, a "Customer-only Closed Door Event" delivers an outstanding opportunity to cement your relationship with your customers and bump up your sales figures in the process.

A few years ago I attended one such "Closed Door" event put on by a swimwear retailer at Pacific Fair on the Gold Coast. The free gift was a pair of bike shorts.

It was a Monday night so most shops were closed yet the shopping centre was absolutely packed with people who were all there to attend the "closed door sale". There were queues leading out into the car park ... imagine that, people queuing up just to get into the store. They weren't just taking their nibbles and their free gift and leaving, they were buying up and buying up big time. It was extraordinary.

Here's another example ...

One of our customers, a furniture importer was having a clearance sale of a range of unusual pieces that didn't match her usual collection, and instead of offering the furniture to the public, she ran a closed door event where she sent out invitations to 50 people. As a gift for attending, she gave guests picture frames that she had picked up for a song. All up, 57 people visited and she sold the entire collection.

Here's a summary of how your "closed door event" can work ...

Build a mailing list of customers and when the timing is right, send a beautifully printed invitation inviting them to a very special "closed door event" where they'll be treated to nibbles and champagne and see a preview of your exciting new range.

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Run the event at night after hours and mention that only people with an invitation will be granted entry.

Tell them that they're entitled to a FREE gift simply for coming along. Also mention that they can bring one friend along. Make sure you stipulate that customers must RSVP so that you can reserve their bonus gift for them.

For effect, paste newspapers over your windows so passers by can't see in. On the newspapers write the words "Closed Door Event – admission by invitation only". This adds to the intrigue and the prestige of the event.

The reason that this type of event works magically is very simple.

First — it helps build customer loyalty by showing your customers that you're thinking of them by giving them a first glimpse of your new range, or first pickings of clearance stock, along with refreshments plus a FREE gift just for turning up.

Second — the fact that you're limiting invitations makes them feel even more special and compels them to attend.

Third — Because they've been given a FREE gift they feel compelled to buy.

Fourth — Most customers are likely to bring a friend along and when they do, you're instantly building your customer list for future promotional activities plus if their friend buys something, there's a fairly good chance they'll buy too.

Last but not least — you are increasing your sale volume without spending a fortune on advertising.

What to offer as a FREE gift?

It doesn't need to be anything expensive (\$5 hard cost will do depending on the type of business you're in) but it must be something that has a universal appeal and have a perceived value. If you're a fashion retailer, try some sort of fashion accessory or t-shirt. If you're a nursery, offer a plant.

Kris Mills of Words that Sell ( <http://www.wordsthat sell.com.au> ) is a top selling copywriter and respected author of numerous publications. For more copywriting and direct marketing tips, visit <http://www.synergie.com.au/explosion.htm>~~~~~  
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## **Garage Door Openers – I Can Not Imagine Life Without Them**

**By Tyson J Stevenson**

A Garage door opener is a piece of equipment used for opening and closing garage doors. Most models are remote controlled. Garage door openers are simple but extremely useful devices. So much

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so, that it's hard to imagine living without them now.

The first garage door opener consisted of a radio transmitter, a receiver and an actuator to open or close the door. In this the receiver would detect a change in the amplitude and would open or close the door. However there was a security concern with these kinds of garage door openers. They could be opened by anybody with a transmitter. Also there were accidental openings of garage doors by neighbors trying to open their doors. The later door openers used a shared frequency to overcome the accidental opening by other users. Using dipswitches a total of 256 combinations were made to prevent interference from other garage door openers. However the security issue was still not overcome.

The present day garage door openers use rolling frequency or hopping code technology. In these the frequency of opening is look ahead type, that means every time the door is opened then the next time the door will be opened by another frequency.

The technology for garage door openers is fairly simple. Three kinds are used, chain drive, screw drive and belt drive. Chain drives are noisy as they use a metallic chain along with a metal trolley. However they are fairly cheap about \$130 Screw drives consists of a threaded lead screw. They start at about \$150 The newer models consist of plastic lined tracks to reduce the noise and increase the speed of opening. Belt drives are the costliest and the quietest. They begin at about \$170

There is a misconception that the lifting is done by the door opener. However the actual lifting is done by the springs. When the door is closed the springs come into tension. When the door is being opened the spring does most of the lifting. There are two types linear expansion springs and torsional springs. Garage door openers are of two types, jackshaft type and trolley type. The jackshaft type occupies less space. The trolley type consists of trolley attached to the door and also to the motor. This occupies space in the ceiling but is more popular because it is safer. In jackshaft type, it is difficult to sense when someone is being crushed under the door. There are two types of motors available, AC and DC. AC is more common but DC has many advantages. It consumes less electricity, the speed is easily controlled and makes less noise.

There are some models which auto reverse incase of obstruction like a pet or a child. The remotes usually operate up to a distance of 150 feet. The remote can be used to switch on the light of the garage also. Most garage door openers come with a keypad, which can be installed outside the garage. This is used to open the garage, if the remote batteries are down or the user has forgotten the remote. Most garage door openers allow emergency release so that the door can be opened manually in case of power failures.

Tyson J Stevenson is a prolific writer of useful articles on a variety of topics. Related resources are:

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