

Don't Have a "Blue" Holiday Sales Season

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By Gary Onks

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Today's Wall Street Journal has a lengthy article about retailers expecting a "blue" holiday sales season of low sales. Unfortunately this is exactly what will happen to many of them. However, it will not be because of the war, September 11, economic slowdown or indifferent shoppers, as so many analysts believe.

The real reason for lackluster sales this holiday season will be due to companies staying focused on the youth market instead of the highly lucrative 50+ senior market.

Most companies fail to see that this consumer segment comprises 39% of all goods and services purchased annually and that they control over 80% of the financial assets in existence today. Seniors also have 26% more disposable or discretionary income than any other segment of consumers, and they control 44% of the purchasing decisions made by all family members.

Corporate America has been so enthralled by E-Commerce and the Internet for the past 3 years that they have paid very little attention to the Age Wave that has begun. Hype and Flash have dominated the business world focus with a heavy move on Out with the Old and In with the New. At best companies have put any marketing interest about seniors on the back burner, even though they are aware that the Baby Boomers are aging past 50 and times are changing.

The playing field is basically empty when it comes to marketing to seniors. Sharp sellers will take advantage of this unique opportunity and gain massive market share by catching this Age Wave now. As the old adage says, "strike while the iron is hot." Believe me, this

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market is as "Red-Hot" as a market gets, so strike now.

Timing is Everything and as Zig Ziglar says, "It's easy to get ahead when your competition has quit or quit competing." In this case your competition doesn't even see the prospects, so it's smooth sailing.

Seniorized Factoid: Don't be blue, sell to seniors. They really want to buy from you.

Gary Onks is the author of "How You Can Reach & Sell the \$20 Trillion Senior Marketplace" which is described as: "The 'Art' of pleasing senior customers" ~ Washington Times "A 'Breath of Fresh Air' in senior marketing" ~ CD Publications Sold On Seniors, Inc. <http://www.SoldOnSeniors.com> Phone: (540) 785-4438 or 800-416-8785 <mailto:GaryOnks@SoldOnSeniors.com>

4 Strategies For Seasonal Selling – Planning For Retail Cycles

By By Chris Malta & Robin Cowie

Every product has a natural life cycle and a season where it sells best: some early buyers come at the beginning, and then the mass of buyers come. Prices peak and retailers begin running out of stock. Sales slow, and trickle down to a few last-minute shoppers.

As an online seller, it's critical you prepare for the natural retail cycles throughout the year. With some simple strategies, you can make the most of the opportunities presented by the changing seasons:

1. **Keep the Flow Going** The way to maintain sales volume is to be ready for the next selling season. Phase in your new seasonal items for early shoppers while your other product line sales are winding down. You can keep the momentum going in your store and your income if you plan accordingly.

2. **Make Advance Preparations** Don't wait until the holiday is upon you to get your products lined up and ready to go. You should begin pushing your promotions two to three months ahead of time, according to Lisa Suttora of

. Says Suttora, "The advantage to having your

products ready several months before a holiday season is you capture the early bird buyers...You'd be amazed how many people shop months in advance of a holiday."

Another benefit of early marketing is it provides lead time for the search engines to pick up the pages for your holiday specials. Include the season or holiday name in your titles, because people are searching for those terms.

3. **Use What You've Got** You don't necessarily have to change your entire product line every season. Evaluate your current product line and see what can be promoted as a seasonal item. Use your

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imagination—create unique gift baskets and kits. Shoppers are pressed for time and are looking for solutions, so put together product bundles to solve their holiday needs.

4. Adjust Your Website Your web store should reflect the season—feature items that work well for the approaching holiday. Put a seasonal spin on your ads and listings. "Your sales don't have to drop," advises Suttora. "Evaluate what you're selling and how you want to position it—freshen up the look of your site. You've got a whole new group of buyers coming in [with each new season], so you want to be ready for them."

Chris Malta and Robin Cowie of WorldwideBrands.com are the Writers and Hosts of The Entrepreneur Magazine EBiz and Product Sourcing Radio Shows.

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