

CAMEX 2009 Presentation
Creating and Maximizing Off-Site Sales

Today we will:

1. Help you identify opportunities for off-site sales on your campus,
2. Help you develop a plan specific to your school or situation,
3. Discuss the challenges and rewards of off-site sales,
4. Discuss the student life area and their relationship to your sales,
5. Review an off-site sales checklist.

Why bother with off-site sales?

Department relations
Public relations
THE MONEY!

Off-site sales can substantially add to your bottom line!

Why else?

It is exciting and can breathe life into your daily schedule, your staff, and the students.

- ASU examples:
 - Welcome back passport
 - Coaches Events
 - The Senior Year Experience
 - Out of State Orientation
 - Graduation
 - Tailgating

You may or may not have the ASU opportunities, but we are certain you have many of your own. Let's identify opportunities on your campus. A good starting place is the Student Life office.

- Student activities – happenings on your campus
 - Department Driven Events
 - Alumni night/major night/leadership weekends etc.
 - Annual events
 - Fall fest/spring fling, family weekend, graduation, orientation, mardi gras, greek week etc.
- Table work—Opportunities on Your Campus worksheet.

What should you sell off-site?

- It depends on your goals and the event!
- Tie your products to the need of the people attending the event.

Let's be realistic – setting sales expectations, goals and your ROI/ROO

- What is ROI/ROO/Why is it important?
- ASU examples—sales outcomes and goals for each event.
- How do you determine if your event was a success?
- Start small—take one of the activities you just listed and list 2-3 goals for each
- Table work—Event Goals worksheet.

Challenges/Rewards—Oh the stories we could share!

- Logistics
- Staffing
- Payment issues
- Need for pre-planning
- Products to sell

Getting started on your campus

Checklists are a fantastic help for both you and the staff that assist in these events.

- Sample event checklists
- Creating your own plan and checklist – what to include
 - Press release
 - Advertising
 - Promotions/emails etc
 - Staff planning
 - Logistics – orders
- Table work—using one of the activities you identified earlier, make a plan specific to your needs—utilize blank worksheet

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