

Benefits of having In Store Demonstrations and ‘Demo Days’

- Offers a way to establish your store as a destination.
- Builds a stronger relationship with your customer.
- Creates an emotional connection with customer by supplying them with the tactile experience of seeing, touching and playing with art materials.
- In store events are one competitive edge you have over the online retailers.
- A great source of contacts for building a mailing list with valuable information about the preferences of your customers.
- Stores with regularly scheduled demos build a sense of community among customers.
- In store product demonstrations and events increases sales.
- Builds credibility with your suppliers—they see you as a “true partner.” (Make sure they know about it—sell yourself to your suppliers as well as the consumer.)
- In store demos provide an opportunity for staff to get hands on training with a product expert. Staff should always be included! This is one way to assure sales long after the event is over.
- Enhances your store’s reputation when staff can talk knowledgably about product.

Keys to Successful In Store Demonstrations and ‘Demo Days’

- You need an entertaining and knowledgeable presenter who can engage your audience, is familiar with your store, and can have fun with customers and staff.
- Make clear to your presenter that you do not want him/her to disparage other brands and products.
- Make sure the presenter leaves time for customers’ questions and a chance for customers to play with the product.
- Promote free stuff in the advertising—get the word out that there will be drawings for products. Include your own product, something special, along with manufacturers’ samples.
- But don’t overdo free samples. Too much can sour future demo’s and hurt sales.
- Consider giving a gift certificate to all attending to be used at a later date.
- Do drawings after event. Call winners to return to store and pick up their prize. Or have the demo artist tell attendees to check back with store for free samples.
- Consider charging a fee for the demonstration. \$10 is typical. Advertise that space is limited. Consider offering a coupon valued at \$10.00 off the products demonstrated good for that day only.
- Get staff involved in planning, and make sure they get samples of demoed product to take home and experiment with. Prep staff to join in with customers and help start the question
- Always leave time for open discussion with staff, demonstrator and customers.