

**Business
Idea
Zone**



Short on time? Try this. . .

Lord & Taylor's Lunch Break: Shop now, eat later!

One day only, for just two hours, Lord & Taylor shoppers will receive 40% off of a selected, never-been-on-sale before, Dooney & Bourke handbag. We clicked on the link to see the item at approximately 9:30 AM CST and were directed to a teaser page showing just a slice of the item with the words, "Oops! You're too early!" The page also offered instructions to come back again between 12 noon and 2:00 pm EST.

An Item of the Day is a cool idea; but Lord & Taylor's "2 hour Lunch Break" is even better. This promotion directs sales at a specific time: If you snooze, you lose. It's also easy to track how well the e-mail blast worked. Try this idea to increase cash flow, draw attention to new items or move stubborn inventory. Tweak the Item of the Day idea for your store, uniquely making it your own. Remember, **Mediocrity borrows, but genius tweaks!**

www.kizerandbender.com

Ed Hoy's thoughts – *What would happen if you made this a regular event at your store? Every month, even every week! Think of the amount of inventory you could move through! Extra staff would be a minimal, results will be great. We have seen it work for some of our customers – what could it do for your business?*

Continued Success,

Maria

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