

# YOYO SELLING TIPS

## **DEMONSTRATE ! PLAY ! ENJOY ! BE HAPPY ! THEN DEMONSTRATE SOME MORE ! HAVE CHILDREN PLAY IN YOUR BOOTH.**

The YOYO will not sell itself sitting in the box. People need to be shown what it is and how fun it can be. You want to sell 500 a weekend or more? Start playing with the YOYO Balloon. Throw it out and catch it. Throw it hard, so that it makes a slapping noise when you catch it. Or just swing it in all directions. Laugh & have fun, and the profits will start rolling in. The better you play the more you will sell. Make your booth sound like a party is going on.

## **HANG UP THE BALLOONS WHERE PEOPLE CAN SEE THEM.**

Some of our vendors string a wire across the front of their booth and hang them up with hooks. Some have old fashioned hat racks. Some have found rotating hook racks. The large vendors of the YoYo Balloon have found that they need both the display and hanging balloons to create the effect that something exciting is going on. Make your booth look exciting.

## **FLOAT YOUR BALLOONS IN WATER!**

Kids love a balloon. Kids love to play with water. Combine the two and you cannot lose. Find a container that will fit your space, fill it with water, and add your inflated balloons. Some vendors use the small blow up swimming pools for this. Reaching for their balloon in the water makes it an added treat on a hot day. It will keep your balloons cool as well! Once in a while stir them up so that the same balloons do not stay on top.

## **LINE UP THE DISPLAYS - HAVE MORE THAN ONE**

It is important to make an impression on your customer. Everyone wants to be a part of the latest action. This can be partly achieved by lining up more than one display on a table. Make it look interesting. Maybe set them at different angles. This will not take the place of the demonstration of the YOYO Balloon, but it will help enhance what you are doing.

## **PASS OUT 10 - 20 BALLOONS AT THE BEGINNING OF THE SHOW FREE**

The best advertising you can have is someone, especially a child, playing with the balloon. If children are walking around the show playing with your YOYO Balloons, other children will see them and want one too. It is worth the price of the advertising.

## **USE THE BANNER TOO. IT'S FULLEST POTENTIAL.**

Our bright 3 foot banner is the latest addition to our advertising aids, and boy is it exciting! Hang one in front of the table where you are selling. Hang one overhead in front of your booth. Hang one at the back of the booth. Yellow has proven to be the number one color for advertising. The physiological affect of this color awakens, cheers, and catches the eye. Blue is cool and relaxing, Green blends and the eye will pass over it, but yellow demands attention. Use this to your advantage.

## **WEAR YOUR T-SHIRTS AND YOU BECOME A WALKING SIGN.**

If everyone in the booth is wearing a T-shirt, you have now declared the YOYO balloon to be something special. As you walk around the show on your breaks, you

will be advertising the YOYO Balloon. Sell the T-shirts in your booth. See the shirts hanging up makes this Balloon an Action Item. Make you and your booth impossible to pass without turning to see what is going on.

### **CHOOSE THE RETAIL PRICE THAT WILL WORK FOR YOU !**

1.00 is the standard price for the YOYO balloon. Most parents do not think long about spending a 1.00. It is quick, requiring no change. In a large crowd, dollar bills can be collected easily with no demand for change. Our successful vendors tell us they will make more money overall when they charge 1.00. However, if you are at a craft show or car show or boat show, etc. the story can change. If there is not much offered for children at the show, you can easily get 2.00 - 2.50 per balloon. Set the price in the morning and keep it for a few hours. Do not be afraid to lower your price in order to increase sales.

### **SET A GOAL FOR YOUR SALES AND BLOW UP ONLY THE BALLOONS YOU THINK YOU WILL NEED.**

Analyze your show. Look at how much is offered to the children. Each child will have an average of 5.00 to spend. Be Realistic. Only a percentage will buy your product. Remember, it is better sell out than to have merchandise left over. Increase the number of balloons each week. If you do have balloons left over, put them in dark garbage bags and store in a cool place.

### **CONSIDER SELLING THE BAGS OF 100 YOYO BALLOONS IN YOUR BOOTH.**

Everywhere you go people will want know where to get the Yo Balloons. A wise vendor will see the potential of working their way into a distributor by selling them to these customers. You be their supplier. Contact the schools and churches in your area. You could be the source of these balloons for their fund raisers. Begin by having extra bags of 100 in the booth with you. Plan ahead. You could have additional income from this type of sale.