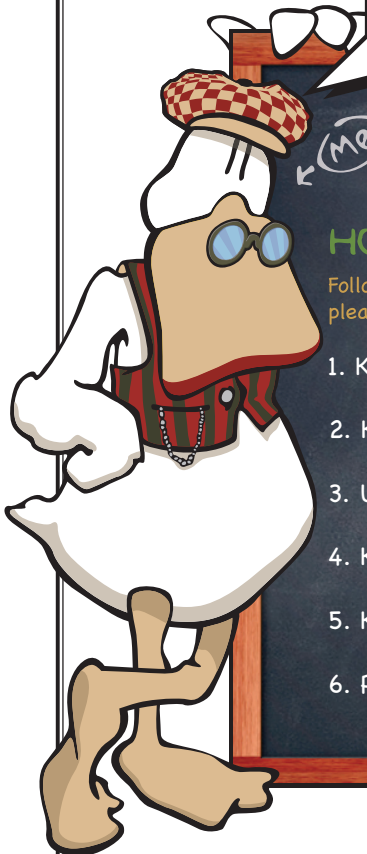


Selling 3 cards/day is a modest benchmark. You will have more than 3 customers a day that are interested in hard-to-find golf-theme greeting cards. Duck Press golf greeting cards are sold only through golf retailers, so they are an exclusive item you can promote.



PROFESSOR DUCK PRESS

HOW TO SELL 3 CARDS A DAY:

Follow these merchandising suggestions and you're sure to please your golf customers and help your store's bottom line!

1. Know where your display is located in your store
2. Keep the display looking good 
3. Use provided sales tools (i.e.-window stickers) 
4. Know your greeting cards in stock (i.e.-birthday, anniversary, etc.)
5. Know when holiday cards are in stock--know when holidays are approaching
6. Profile your greeting card customers 



WASH ME

DUCK PRESS "HOW TO" NOTES

KNOW WHERE YOUR DISPLAY IS LOCATED IN YOUR STORE

If it's not near the checkout, try relocating it or make sure customers know it exists.

KEEP THE DISPLAY LOOKING GOOD

- Use plan-o-gram at least once a week - the card thumbnails are designed to help you quickly re-sort the cards to the right card slots (approximately 5 minutes)
- Take card inventory every 4-6 weeks to ensure the display never looks empty and to help us determine designs that don't sell at your store (slow-moving cards should be replaced)

USE PROVIDED SALES TOOLS

- To maximize your sales, Duck Press provides marketing signs for free - make sure your display has them all.
- Front-door decals and 5x7 easel signs are available as "silent salesmen." Most customers won't expect to find greeting cards in a golf store, so employ all ways to tell them you sell them.

KNOW ABOUT THE GREETING CARDS IN STOCK

Are they birthday, get well, congrats, thank you, retirement, Valentine's Day, Christmas, etc?
It's easier to suggest a greeting card when you can direct a customer to the perfect card!

KNOW WHEN HOLIDAY CARDS ARE IN STOCK

During the holidays you will sell more cards per day - know when holiday cards are in stock and promote them to every customer!

PROFILE YOUR GREETING CARD CUSTOMERS

- 9 out of 10 people are potential greeting card purchasers*
- Offer Duck Dots (temporary adhesive glue dots) to anyone who's buying a gift card/certificate. Duck Dots are free and should be located at every cash register.
- If a woman is buying a men's golf shirt, it's probably a gift; suggest a greeting card purchase.

GREETING EVERY CUSTOMER AS THEY ENTER YOUR STORE IS EXCELLENT CUSTOMER SERVICE. SUGGESTING A GREETING CARD AT CHECK-OUT IS ALSO EXCELLENT CUSTOMER SERVICE - IT MAY SAVE A CUSTOMER TIME, AND BETTER YET, COMPLETE THE PERFECT GIFT TO A GOLFER.

FINALLY, GIVE US FEEDBACK, LET US KNOW HOW WE CAN HELP YOU SELL MORE CARDS. IF YOU WANT, EMAIL US AN IDEA FOR A CARD, OR SUGGEST A BETTER EXPRESSION FOR AN EXISTING DESIGN. REMEMBER, IT'S 3 CARDS THE SIMPLE WAY! EMAIL: RETAILERS@DUCKPRESS.COM

QUESTIONS? 1-800-382-5773