

HOW TO RAISE AVERAGE SALES

With Balloon Graphics

Add Balloon Graphics To Enhance Your Sales & Your Reputation !



A. RAISE THE MIDDLE

There is a natural tendency for balloon customers to choose products and services in the midrange of what they see. **To make your average sale higher, make the average cost of what you show customers today higher than it was yesterday.**

There are exceptions, of course. Someone may have a specific, low budget and be determined to stick with it. On another occasion you may have a customer that is determined to spend on the high end to impress his friends; no middle of the road option will satisfy them.

There are generally three approaches to raising the middle.

1. Raise your prices.

If customers continue to buy the same things, then the average sale will go up. If, however, your prices are already about right for their perceived value and for the competition then you may raise your average sale but loose out on total sales.

2. Stop selling lower priced items.

If you cut out your lower priced items then you will show and sell products and services with a higher average value. That is likely to raise your average sale. If those lower priced items are a significant percentage of your sales, however, you may lower your total sales.

3. Add higher value items.

This is the approach we recommend as generally the best. You will raise the average price of what you offer without sacrificing your low end customers or giving up customers to your competition.

Mixing it up.

We recommend adding higher value products and services as generally the best approach, but do not limit yourself to this approach. It is likely that you have items for sale that are under priced. Discover which ones and raise those prices. It is likely that some of your lower priced products and services are not worth the expense of keeping them among what you offer. Feel free to drop them.

Here, we are going to focus on adding balloon graphics as higher end products in order to raise your average sale, your profit and your professional reputation.

B. SELL GRAPHICS AS HIGH END DECOR



You can use balloons as dots to produce graphics in high, medium and low end versions, but **treat all your balloon graphics as if they were high end**. You will find your customers accepting them that way.

After all:

- **Graphics made with balloons** rather than printed on balloons is still novel.
- **Balloon Graphics** requires skills that are still a mystery to the public (even though you can learn them easily).
- **Balloon Graphics** are usually larger than graphics in other media.
- **Balloon Graphics** decor will make your customers' events stand out in the minds of their guests. (And make you stand out in the minds of your customers.)



Even simple text banners made with balloons can announce the theme, convey a message and have a large impact on event guests or on viewers of longer term displays.

Dress up your text with added lines, colors and picture elements to make your display all the more effective, memorable and valuable.



C. EXPAND YOUR PORTFOLIO

GETTING STARTED

It may be clear to you that you must show more balloon graphics in order to sell more, but, if you are just starting out in this area how do you get balloon graphics to show?

- **You could buy photos** of other people's balloon graphics and show those photos (with appropriate permissions and credits).
- **You could hire out**, volunteer, or pay to work on someone else's balloon graphic project and use photos of that job. (Again, get appropriate permissions and give appropriate credits, but this time some of the credit goes to you.)
- **You could donate** a balloon graphics project at your own expense to a worthy cause for promotion and tax benefits.
- **You could discount** a balloon graphics project as a promotion in order to convince someone to pay you something to do the new graphic you want.
- **You could sell** without photos if you have the sales skills or a strong professional reputation. Just be sure to get good photos of your work. It will make future sales easier.



Some balloon graphics, like this 12' sarape from a convention in Mexico City, can be impressive yet easy enough for beginners to make.

The two "Hot Wall" graphics below take advantage of their spiraling curves to make them much stronger and to form a maze like entrance path to a convention in the USA.



D. DEVELOP YOUR SKILLS IN PERSON

Adding new, high end project pictures to your "Show & Sell" portfolio can be risky business unless you also develop relevant skills and resources to back up your offerings.

Professional conferences, competitions, trade shows, seminars, and group meetings of balloon professionals offer great opportunities to develop your skills, network resources and add to your portfolio in person.

1. **Select** your seminars and classes with balloon graphic pictures and skills in mind.
2. **Enter** a competition or contribute décor with a balloon graphic design of your own.
3. **Join** someone else's balloon graphic decorating or competition team.
4. **Greet**, meet, and pick the brains of the best experts at the convention.
5. **Scour** the event for tools, tips, books, tapes and magazines on balloon graphics.
6. **Take** your camera with you everywhere and take pictures. Also, get others to take pictures for you as back up. Inquire about availability of professional photos.
7. **Collect** contact information on the "owners" of what you photograph. You will use the contact information to get permissions, to give credits, to dig further into just how the projects were made and to build a network of people with similar interests.



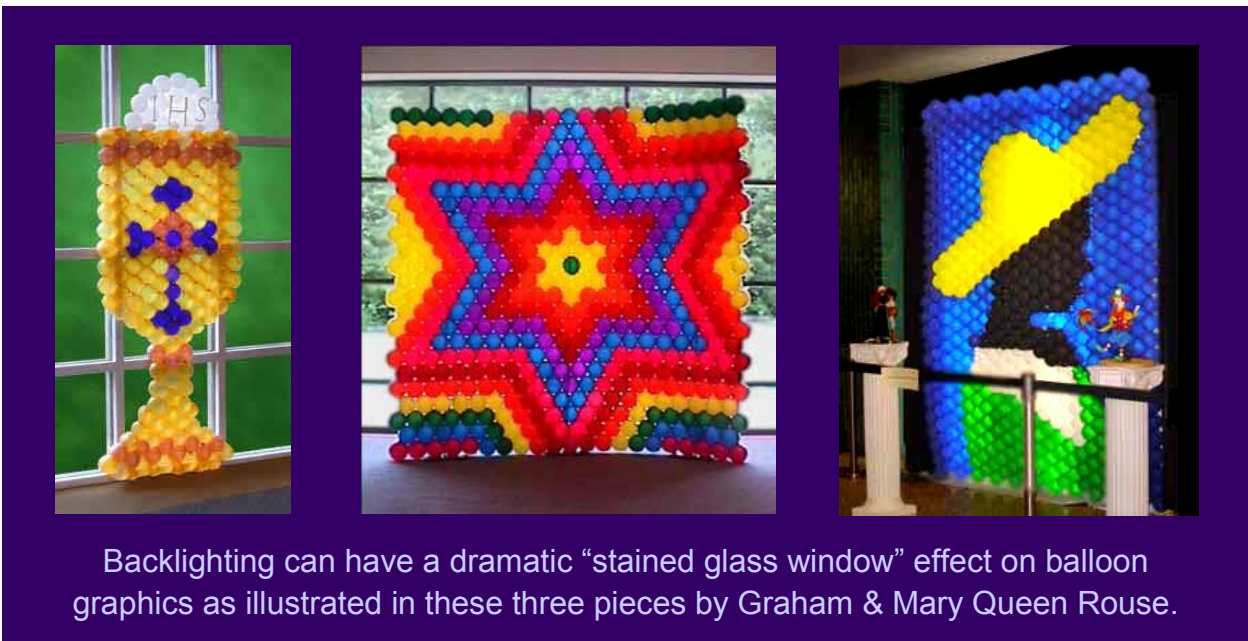
Above is one example of a balloon graphic project at an international balloon convention. The design was by Graham and Mary Queen Rouse of the USA. It was built with the help of about 100 different students at the convention in Tokyo, Japan. Such projects allow many students a chance to participate, to learn a variety of skills and add to their portfolios.

E. DEVELOP YOUR SKILLS SECOND HAND

Personal contact and participation with others are great ways to develop your skills, but there are many “second hand” ways to add to your experience, improve your skills and grow your balloon graphics portfolio.

1. **There is an abundance** of magazine, book, tape and video instructional material available for purchase.
2. **You Tube videos** and other video sites are available for free.
3. **Social media profiles, groups and pages** online are often great sources of ideas, images and instructions.
4. **Blogs**, online are available with more ideas, images and instructions.
5. **Business and personal web sites** on related topics add more to your possible list of resources.
6. **Newsletters and magazines** in print and online are additional resources.
7. **Telephone, mail, email and fax** are additional ways you may reach persons and groups that can help you in your quest for information and images to build your experience, skills and portfolio.

Check out the reference section at the end of this publication for a list of resources. Many items in the list are direct links to online resources.



E. REAP BENEFITS FROM BETTER GRAPHICS

Personal contact and participation with others are great ways to develop your skills, but there are many “second hand” ways to add to your experience, improve your skills and grow your balloon graphics portfolio.

1. **Show & Sell High End** to enhance your reputation
2. **Show & Sell High End** to Sell High End
3. **Show & Sell High End** to raise average sales
4. **Show & Sell High End** to raise total sales

