

## MAKING MORE MONEY

Seriously. There are newsagents doing very well right now. Enjoying more customer traffic. Selling more in each sale. Increasing margin on key lines. While retail is tough, there are newsagents enjoying growth and making more money.

This newsletter shares some ideas on these success stories and shows how making more money is achievable to any newsagency – large or small, in a centre or in a country town.

The growth we talk about below is real and achievable. The keys are good supplier contacts, excellent external marketing and proven in-store tactics to make the most of every opportunity.

## MAGAZINE SALES UP



Against the national trend, *newsXpress* locations are recording good magazine numbers this year thanks to our exclusive magazine strategies. From our magazine relay strategy to beacon branding, exclusive publisher offers to club cards *newsXpress* helps members drive excellent results.

We understand the value of magazine driven traffic and leveraging this to build sales across the business. While we all want better margin from magazines, *newsXpress* helps you build overall sales margin through its exclusive magazine strategies. To ignore magazines is to ignore a key traffic lifeblood of the newsagency channel.

## BOOK SALE DRIVES NEW TRAFFIC

The *newsXpress* Easter book sale was a huge hit thanks to an attractive catalogue delivered to thousands of homes around participating *newsXpress* locations. New traffic is one of several key goals of *newsXpress*. We understand that newsagents cannot sit back and expect customers to find them. Real growth comes from value-focused marketing like our latest book sale catalogue.

What make the book offer even more valuable for *newsXpress* members was the 50% margin and that the stock was available on a sale or return basis. So, new traffic **and** great margin.

## MAKING MORE FROM CUSTOMER CONTACT

Adding a \$5.00 item with a 50% or more margin to a newspaper or lottery sale significantly improves

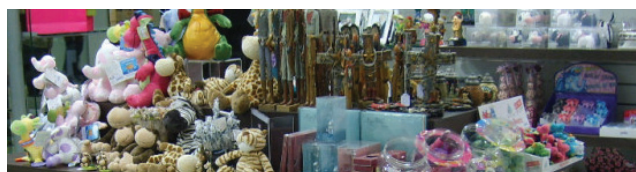
the profit you make from the sale. Some newsagents think that the best way to drive impulse purchases is to fill the counter with offers. We have found that less can often result in more. By that we mean that a less cluttered counter can increase impulse purchases. The best way to assess the counter is to stand back and look at it as if you are the customer.

What do you see? What would you see if you visited the shop every day? Here are some simple steps to help drive impulse purchases at your counter:

1. Have one feature product at each register point.
2. Encourage staff to present the offer.
3. Change is good. Make changes to your counter fortnightly or weekly.
4. Choose items which speak to your demographic.
5. If something fails, be ruthless, move it on at your cost.

*newsXpress* has worked with members and driven double digit growth in counter offers by reconfiguring the counter and ensuring that high value compelling offers are strategically placed and regularly moved. Thanks to preferred supplier relationships we often provide exclusive counter offers.

## MASSIVE GROWTH IN GIFT SALES



We have *newsXpress* members reporting massive growth in gift sales. The gifts range in price from \$5.00 to \$200.00 and cover a broad range of gift giving occasions. *newsXpress* helps its members with exclusive ranging and buying opportunities. We support this with creative in-store and external marketing and guide the development of a successful department.

## BETTER MARGIN FROM SUPPLIERS



*newsXpress* offers members access to great margin opportunities. These are delivered through

## ABOUT newsXpress

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