

## Sales & Marketing

A city boy, Gene, moved to the country and bought a donkey from an old South Dakota farmer for \$100. The farmer agreed to deliver the donkey the next day. The next day, the farmer drove up and said, "Sorry, but I have some bad news, the donkey died."

"Well, then, just give me my money back."

"Can't do that. I went and spent it already."

"OK, then, just unload the donkey."

"What ya gonna do with him?"

"I'm going to raffle him off."

"You can't raffle off a dead donkey!"

"Sure I can. Watch me. I just won't tell anybody he's dead."

A month later, the farmer met up with the city boy and asked, "Hey Gene, what happened with that dead donkey?"

"I raffled him off. I sold five hundred tickets at two dollars a piece and made a profit of \$898."

"Didn't anyone complain?"

"Just the guy who won. So I gave him his two dollars back. Man, I love living in South Dakota."

---

OK, OK, before I get any calls, I changed South Carolina to South Dakota. I didn't think any city slicker in South Carolina would be that ingenious.

Speaking of Marketing, how about sharing some of your recent, better attempts.

I hear that the Yellow Pages are passé, and many of you have been pulling ads from them. Have you noticed any customer comments for doing so?

Are circulars pulling their weight?  
How many times a year do you send out circulars?  
Do you mail them or insert them?  
If inserted, do you use a local shopper (buyers guide) or your local newspaper?  
Do you use your own mail list or a wholesaler supplied list?

Do you use the local newspaper for advertising?  
If so, how often and what size ads?  
Canned ads, or do you make up your own?

Do you use a local Radio Station for advertising?  
If so, what genre do you prefer?  
Country, Easy Listening, Oldies, Rock, Sports, Other  
\_\_\_\_\_?

How many radio spots do you run in a typical promotion?  
What length?

Do you advertise on cable TV?  
If yes, what station?  
How many spots do you run in a typical promotion and what length?

Are you using social media? Facebook, Twitter, etc.?  
How often do you update?  
How long have you been using them?  
Are they successful?  
Other, please list: \_\_\_\_\_  
\_\_\_\_\_

List your preferred media choices and rank from best to worst. #1. #2. #3. etc.

**Please email your replies to:**  
[rogers@midwesthardware.com](mailto:rogers@midwesthardware.com) and I will share the results in a future TTT.