

## **The Passion of the Sales Rep**

With all of the publicity surrounding Mel Gibson's *The Passion of the Christ*, Bill Luttrell saw a unique marketing opportunity for his territory. First, Bill approached Wal-Mart district manager Mark Griffith about displaying a selection of Bibles on end caps in all the stores in his district before Easter. The success of that merchandising effort in those stores allowed Bill to convince other district managers to give the display a try. Bill's passion for promotion led to the participation of 20 stores, with sales that exceeded \$33,000 in the three weeks before Easter.

## **Comedy DVD Has Reps Laughing to Big Sales**

When Wal-Mart district manager Mark Griffith asked sales rep Joe Ferlito for a supply of the *Blue Collar Comedy Tour* DVD for all of his stores, the sales skyrocketed. The demand for the DVD was so great that Mark came back time and time again to keep the product in stock. *Blue Collar Comedy Tour*'s popularity had Mark's stores laughing all the way to the top—three of his stores made it to the top 25 in sales throughout the country, with his Longview, TX store (#398) coming in at number 1!

But those were not the only stores tickled by sales of *Blue Collar Comedy Tour*. Sales rep Stephanie Seahorn's marketing helped store #918 in Marshall, TX to rank fourth in the company and the Longview, TX store (#399) rank 22nd, while Steve Hack's store in Mineola, TX (#251) ranked 20th.

## **Winning Them over Leads to Success**

Joyce Richter's winning personality created a great rapport with the decision makers in her territory. Wal-Mart store manager Matt Looney and district manager Julie Murphy were receptive to Joyce's innovative ideas—which included displaying a pill book in front of the store pharmacy and playing Mexican music in the grocery aisle that shelves the Mexican food.

The store's district manager, Julie Murphy, has openly expressed her excitement about Joyce's use of baskets and cross-merchandising. Julie even went so far as to lament the fact that all of her stores don't utilize such creative displays! Joyce's placement of displays has customers and managers alike all abuzz.

## **If at First You Don't Succeed**

Cindy Aho faced some initial obstacles when trying to place her displays in Wal-Mart #2079 in Marquette, MI. First, Cindy's bins rusted after being left out in the rain. Then she later had difficulty merchandising the \$.96 paperback promotion on an end cap.

Undaunted, Cindy was struck by inspiration while at the garden center—wheelbarrows! She placed the \$.96 paperbacks in two wheelbarrows in front of the split register department in the action ally and met much success. The third time really is the charm!

### **Racing against the Weekend Rush**

Wal-Mart #2522 in Escanaba, MI was facing a busy weekend rush—while the store was in the process of being remodeled and expanded—without all of the CD basket displays it needed. To make matters worse, the display baskets that Sue Turan was supposed to supply the store were missing. But thanks to Sue's ingenuity and people skills, she was able to convince the store manager to keep the old displays in the action ally until the new baskets could be located. In the meantime, Sue stocked all of the new music into the old displays to keep customers busily shopping that weekend. And Sue's quick thinking paid off big—the store's sales were up for that weekend even without the missing displays.