

All businesses have to be proactive in creating extra income especially in our current economic climate. And capitalising on your current business model is a business fundamental.

So, are you interested in creating an extra stream of income from your current client platform by offering them another service?

"Our success has really been based on partnerships from the very beginning."

Bill Gates, 8th July 1998

Each Concession has a unique voucher code printed on the point of sale advertising literature. This code offers 5% discount off all products from the Gala Tent catalogue for the customer. Which then relays to 5% commission for each concession for every referral. The code can also be used over the phone. The concession will be provided with brochures and a unique stamp coded with voucher code to use on displayed brochures for replenishing the point of sale. There is absolutely no cash outlay for the concession with Gala Tent providing everything. Concessions simply provide the point of sale space in their outlet.

An online management suite is available to monitor each concessions progress.

Partnerships are an easy way to earn extra income for any business, so here are just a few ideas that could enhance the new venture.

1. Create a talking point with your customer at the checkout about their next event. Offer them a brochure and place it in their shopping bag.
2. Place brochures at the checkout area ensuring they are easily accessible by your customer.
3. If you make deliveries, send a brochure out with each one.
4. Add the voucher code and logo to your hard copy brochure, magazine or flyer.
5. Share details of your voucher code on your social networking sites i.e. facebook, twitter, youtube etc.
6. Use all your family, friends and business connections to spread the voucher code concept.
7. Send a newsletter dedicated to this new partnership.
8. Create a newsletter during special events of the year such as the 2012 Olympics, Queens Jubilee, Easter, Halloween, Bank Holidays, World Cup, European Cup, Christmas, New Year, Bonfire Night, Birthdays, anniversary's.
9. Look for Hot Spots on your business premises where the brochures may receive the highest visibility.
10. Place some brochures or posters in your local pub, community centre etc. Someone may need a marquee or some event equipment this year and they will be very happy for the discount.

Jason Mace
Managing Director
Gala Tent Ltd