

Retailing

Overview

Retailers are the small specialty stores all the way up to the big box store chains. Retailers mainly deal with individuals with one and done type transactions. There is no real relationship built. Retailers have always been a tough sell for ticket packages. However, larger stores will have a significant number of employees.

Why they need tickets

The angle here is to appeal to the aspect of enhancing performance by providing tickets to good employees. One option is simply organizing a group outing for all the employees and their families. A larger retailer could use a ticket package as an employee reward and recognition prize.

There is also the potential for the retailer to be interested in being a good community citizen and participating in a community program. For example, Wal-Mart and Target both actively promote their involvement in local fund-raising and charities at each store.

Decision Makers – Who to Meet with...

The store manager is the right place to start. They will have some budget for employee reward and recognition and can also decide to get involved in a community driven program. In larger markets, big box retailers will have a regional manager who will make the final decisions for all the stores in that particular market.