



Every company needs sales to be successful. Adjusting your tack every so often is the best way to stay on course. *10 Easy Ways to Increase Sales* on page 3

Highlights from the latest marketing report by BCC Executive Director Julie Miller. *Promoting Bandon, One Beach Walk at a Time* on page 4

Sign up for the free E-News Bulletin from the Small Business Administration. *Business Resource Member Tip* on page 5

# April 2015





Bandon Visitors Center  
300 Second Street  
Bandon, Oregon  
541-347-9616  
bandon.com

Open All Year  
10 AM to 4 PM  
Monday through Saturday  
1 to 4 PM Sunday

2014-15 Officers  
President  
Margaret Pounder

Vice President  
Peter Braun

Secretary  
Angela Cardas

Treasurer  
Dan Barnett

Past President  
Bart Stein

2014-15 Directors  
Peter Bauer  
Steve Dimock  
Chris Powell  
Kevin Shaw  
Jim Wakeman  
Matthew Whitmer

Executive Director  
Julie Miller

Legal Counsel  
Robert S. Miller III

## DON'T MISS A THING!

### BCC Business After Hours

Sunset Oceanfront Lodging welcomes the summer season with a Bandon Chamber Business After Hours open house!

5:30 to 7 p.m.

Thursday, April 30

Sunset Oceanfront Lodging  
1865 Beach Loop Drive SW, Bandon



Enjoy sunset ocean views from the Gallier Cottage. Refreshments provided by Haga Catering. The Gallier Cottage is located on the west side of Beach Loop, across from the Sunset office. RSVP at the BCC.

### BCC Annual Meeting in April

The BCC annual meeting is scheduled for 4 p.m., April 22.

Board director candidates Rushell Reed and Anthony Zunino are running unopposed and will be confirmed for four-year positions beginning in 2015.

RSVP Julie Miller for meeting location and agenda, 541-347-9616.

#### MARK YOUR CALENDAR & GET READY FOR BANDON HOLIDAYS & EVENTS

**Saturday, July 4th, 2015:** Greater Bandon Association, City of Bandon, Bandon Chamber of Commerce, Bandon Lions Club, Port of Bandon, and VFW Medal of Honor Post #3440 Bandon are all teaming up to create a 4th of July that is bigger and better than ever! To volunteer for this event contact Peter Braun 541-347-9012.

#### **Cranberry Festival**

**September 11, 12, 13, 2015**

Bandon Chamber of Commerce committee, volunteer and sponsor opportunities.  
Contact Julie Miller  
541-347-9616.

#### **Holiday Events Nov – Dec 2015**

BCC Shop Bandon and Tree lighting, Santa on the Port of Bandon waterfront, and more.

Contact the BCC to get your holiday event on the community calendar at bandon.com.

#### **CRANBERRY HOP!**



**Your jivin' '50s festival!**

**RECRUITING NOW!**

**Call the BCC to sign up!**

#### **2015 Cran Fest Committees**

Coronation  
Cranberry City  
Cranberry Eating Contest  
Marketplace  
Marketing  
Music  
Parade  
Parking and Security  
Promotion and Communications  
Queen of the Kitchen



# 10 Easy Ways to Increase Sales

by Brian Cleary

One of the most obvious ways to boost revenue in your business is to make more sales. Here are ten ways you can start doing that today.

## 1. Do You Have A Sales Strategy?

Most businesses think they have a strategy, but they don't.

Now is a good time to develop one. You need to consider who your ideal customer is and what are the products and services that provide the best return for you.

The sales strategy should be a brief one-page roadmap that encapsulates

- what you want to sell,
- who you are going to sell to,
- where you are going to sell,
- how you are going to sell,
- when you are going to sell.

Keep it simple and keep referring back to it.

## 2. Are You Missing Opportunities?

You could best sum this approach up as, "Preach to the converted." Your current customers are likely an excellent source for new business. You may have a product or service that they may not know about that might suit their business. Essentially, the first port of call should be the clients that have already bought from your business.

## 3. Back to Basics

Chambers mentor businesses that have sales issues all of the time. Oftentimes the problem is businesses have veered from their target market and fail to realize it.

Take an honest look at what your market is and where you are at the moment. If sales are not at a level that you would like you might need to ask yourself some tough questions such as, "Have I focused too much on one sector of my business?", or, "Have I deviated from my sales strategy and forgotten about my target market?"

The second question is quite a common question. In struggling economies many businesses survive by throwing everything at it.

But the economy is largely picking up now. It's time to assess the business and get back to selling the right products to the right customers.

## 4. Customer is King

Paul Simon and Art Garfunkel knew this 45 years ago when they sang "Keep the Customer Satisfied." In an age when almost anything can be bought or sold online at any time of the day or night by anyone, the need for excellent customer service has never been greater.

Some businesses have built their reputations on looking after generations of families. Your business can do that too by ensuring that staff are properly trained and that customers get consistent excellent service every time that they deal with your business.



## 5. The Price is Right

Have you considered how your product or service is priced? What research have you carried out to make sure that it is competitively priced and that overheads and margin are factored in? It is very easy to sell too cheaply, just as it is very easy to end up broke.

## 6. Be Ruthless

What you are not selling is as important as what you are selling. Take a look at the products or services that are simply glued to the shelves and get rid of them.

Don't be reluctant to retire certain products or services. One of the secrets to success is being able to detach yourself from the emotion of a business decision. If something is not selling don't stock it and don't waste money marketing it.

*Continued on page 5.*



**Tourist traffic in Bandon is up for the second year in a row.** Increased transient occupancy tax revenue has boosted Bandon's marketing budget, and the BCC continues travel research and marketing campaigns to promote Bandon as a "can't be beat" destination on the Oregon coast.

Here are highlights from the latest marketing report by BCC Executive Director Julie Miller. For copies of web and marketing campaign data, visit the Bandon Visitors Center.

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### Television

#### 2014-15 Eight Month TV Media Campaign

Destination market research shows the majority of Bandon visitors arrive by motor vehicle. To increase traffic from the I-5 corridor, the BCC advertising committee selected the ABC affiliate KDRV in Medford. BCC lodging partners have reported success with this campaign via guest testimonials and corresponding increases in transient occupancy tax revenue.

- broadcast in Curry, Josephine, Jackson, Klamath, Siskiyou and Lake counties
- cable, Dish Network, Direct TV subscribers
- nonprofit cost match 4 to 1
- front page web coverage at [kdrv.com](http://kdrv.com)

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### Print

The BCC issued an updated series of photo display ads depicting the Bandon beach, (at Coquille Point), as a place to relax, rejuvenate and reconnect. Print ads are placed in travel and lifestyle publications throughout Oregon, with emphasis on publications that regularly feature editorial content about Bandon businesses and destination activities.

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### Web

#### Crater Lake Country Marketing Campaign

Bandon is participating with Crater Lake National Park in a \$21,000 marketing campaign and destination website: [craterlakecountry.com](http://craterlakecountry.com).

Bandon took advantage of a cost saving partnership with Gold Beach to highlight our coastal towns as great stops for those traveling to and from the Crater Lake area.

- 6.9 million site visitors in 2013 and 2014
- 30% increase in 2014 site traffic, compared with 2013
- cross-media investments in Google Adwords, TV and print advertising, Facebook

The final report from the 2013 to 2014 Visitor Profile survey at [bandon.com](http://bandon.com) provided baseline information about BCC website traffic for planning future promotions and site updates. Site visitors answered questions about how they plan their trip to Bandon and what they do while they're in town, along with socio-economic information.

Though Bandon is the smallest of the five destination marketing organizations to participate in the study, [bandon.com](http://bandon.com) generated the most user engagement and ranked number three in site traffic. The [bandon.com](http://bandon.com) survey was conducted by Dennett Consulting Group and was not paid for with TOT funds.

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### Your Destination Marketing Primer

A DMO is a Destination Marketing Organization. The Bandon Chamber of Commerce is the DMO for Bandon; the regional coast DMO is Oregon Coast Visitors Association; Travel Oregon is the state's DMO. DMOs promote tourism.

Promotional work includes production of web and print material and communication with travel and news media producers; paid advertising; participation in regional, national and international travel programs; research and data collection.

In Oregon, DMO work is funded in large part by Transient Occupancy Tax revenue. TOT dollars are distributed to Travel Oregon and among local members such as the Bandon Chamber.

Approximately 20% of Bandon's TOT revenue is managed by the BCC for the purpose of tourism promotion, with approval by the City of Bandon. Bandon lodging facilities pay 7% total tax on each visitor stay; 1% is paid to the Oregon Tourism Commission, 6% to the City of Bandon.

# BUSINESS RESOURCE

## Member Tip from Margaret Pounder

Sign up for the free E-News Bulletin from the Small Business Administration at [sba.gov](http://sba.gov). Recent topics include entrepreneurship and online business planning courses.

Margaret Pounder answers a few questions about her use of the SBA bulletin.

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**Q.** How long have you been following news from the Small Business Administration?

**A.** *Many years, different posts, newsletters, changes through the years.*

**Q.** Is there a theme, or topic, about which you find the publication to be consistently useful?

**A.** *Yes. It generally is specific to "small" business, not large corporations, although, at times, it does not seem to resonate with us and our specific business needs. But, it isn't talking to Microsoft, Intel, Heinz.*

**Q.** Aside from the e-news, is there another Small Business Administration product or service to which you'd like to draw readers' attention?

**A.** *(The e-news) is the easiest one to follow and keep or discard, in my opinion.*

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Margaret Pounder is BCC President and co-owner of the Bandon Coffee Café and Bandon Fish Market, with her husband Steve Pounder. Before moving to Oregon, she lived and did business in Idaho, where she served as president of the Coeur d'Alene Area Chamber of Commerce.



## Local Labor Statistics

### Editor's Pick

Find labor and economic trend data from the Oregon Employment Department, including job postings, training opportunities and monthly employment estimates by industry in Coos and Curry counties.

Information published at [qualityinfo.org](http://qualityinfo.org).

*Increase Sales cont. from page 3*

### 7. Open Your Eyes

The first quarter is a very good time to take a look at what your competitors are doing. It is also an excellent time to look at similar businesses in different geographical areas to see how they are trading and to see if lessons can be learned.

### 8. Raise Awareness

You know all about your business, as does your family, but never presume that your target audience does. Think about how you can market your business. Go back to your sales strategy in point 1 and identify your ideal customers and then target them where they are.

### 9. Look the Part

When was the last time you looked at your branding? Branding isn't just a logo or a website. It is everything from an auto signature on an email to letterhead to company vehicles. There are more options available now to help you get your branding right. There are countless examples of how you can carry out a brand audit online.

### 10. Stay in Shape

Just as much as the New Year provokes people to get back in physical shape, the first quarter should also be a time when you identify training needs and areas for professional improvement.

There's a good chance your local chamber can help you with training through networking and other learning-based events. They are also a great resource on what your community offers.

Every company needs sales to be successful. In order to do so sales and marketing strategies should be reviewed periodically to ensure they are the most effective for your business. Adjusting your tack every so often is the best way to stay on course.

**Brian Cleary** is the Chief Executive of Clonmel Chamber of Commerce, one of the largest business services organizations in Ireland; and past director of Chambers Ireland. He writes for several online publications and is a regular co- presenter of the "Small Business Show," a syndicated radio and podcast program.

Article reprinted from Chamber Pros Content Marketing Bundles.



## WHAT'S HAPPENING

More events at [bandon.com](http://bandon.com)



Lorinda Harless and Sue Robb,  
Pacific View

### Shoreline Education for Awareness 25th Anniversary Series

Exploring the Edges of the Estuary with Tom Gaskill

April 11, 8:30 AM registration; \$5 suggested donation

South Slough Estuarine Reserve, 61907 Seven Devils Rd, Coos Bay  
SEA Information, 541-260-7770

### Alive Inside: A Story of Music & Memory

Presented by Pacific View Assisted Living & Memory Care

Sunday, April 19, 2 PM

Sprague Community Theater, 1202 11th St. SW, Bandon

Sundance award winning documentary film and community discussion  
on memory care. Free community event. Call Pacific View to reserve  
seats, 541-347-7502. [pacificviewsl.com](http://pacificviewsl.com).

### BCC Annual Meeting

Wednesday, April 22, 4 PM

location TBD, RSVP to Julie Miller

### Bandon by the Sea Rotary Club Wine & Cheese Extravaganza

Saturday, April 25, 6 PM

Bandon Community Center, 1200 11th St. SW, Bandon

Annual Rotary fund raiser. Tickets \$35, available at Bandon Mercantile,  
Bandon Fine Wines, Edward Jones. [bandonrotary.org](http://bandonrotary.org).

### BCC Business After Hours with Sunset Oceanfront Lodging

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BANDON CHAMBER OF COMMERCE  
POST OFFICE BOX 1515  
BANDON OREGON 97411