

Special Focus Extra by Sadie Allison



The bachelorette gift that will last a lifetime — books!

Bachelorette parties have become a rite of passage for brides-to-be all across America. While it may seem like this tradition has turned into one giant dick joke, there's still an opportunity under all the penis shot glasses and pink sashes to turn this night of drunken revelry into one of true value.

We all want people to have the best sex imaginable—that's why we're in this business in the first place—so why not give the future Mrs. So-and-So something that can really benefit her on her wedding night (and for years to come) along with that seven-function vibrator? Being a responsible shop owner means it's up to you to educate the party's hostesses on the perks of giving the lady of the hour books and resources that will really prepare her for the biggest night of her life.

You can easily pitch the customer on all the silly stuff, but it's when you're able to sell her on sex toys with substance that all parties involved win big. Displaying fun, catchy how-to sex manuals with your bachelorette merchandise can help you start a conversation, which, in turn, can translate into even more sales.

Just because someone has found 'the one' doesn't mean they've mastered pleasing their partner, or themselves. Many women go into their wedding night not knowing what to do once all the guests are gone and some are even getting intimate with their mate for the first time ever. The pressure to perform can get intense, and many people don't have any guide to help them navigate through this exciting and nerve-wracking moment.

Books like the ones in my Tickle Kitty Press series have fun, playful covers that are non-intimidating and add pizzazz to any display. They're also set at a great 'impulse-purchase' value. Small and easy to read, these books and books similar to them can help round out any bachelorette gift.

I mean, let's be real, what's the point in giving the blushing bride a bunch of vibrators and crotchless panties if she doesn't really know how to use them to her advantage?

With a little help on how to use them, suddenly these items aren't the butt of a joke—they're the missing link to intense wedding night pleasure. With these gifts in hand, the bride will not only thank the hostess for an amazing party, but also all the helpful and educational gifts she can use now—and for the rest of her life.

The more women know about their bodies, the more comfortable they'll be with exploring and trying new things. Sharing the books and sex aids and explaining their benefits with your customers will not only sell them on a great gift, but pique their interest in their own sex lives as well. Now, instead of just selling one vibrator, you have the potential to sell even more to curious and eager sex toy shoppers.

For example, you can upsell a customer by sharing the benefits of pairing a personal lubricant with their sex toy purchase. If they seem hesitant or unsure, educate them on the product and explain its ingredients and benefits. Sharing these little tidbits with customers will help earn their trust and get them to feel more relaxed about purchasing products.

Once you expand past the silly products for the event and offer the shopper the education that goes with the real value of a genuine sex toy, you'll find that you can sell them even more toys, books, lubes, lingerie and sex accessories for their own private collection. The sky is the limit!

Dr. Sadie Allison holds a Doctorate in Human Sexuality and is a member of the American Association of Sex Educators, Counselors (AASECT). As founder and CEO of Tickle Kitty, Inc., her signature sex-help books, sensual pleasure kits and sex lubricants enable her to help people find even greater sexual fulfillment in their lives. For more information, please visit Drsadie.com.

