

Too Good to be Threw

The Complete Operations Manual
Products for the Professional Resaler

June 26, 2008

Dear Fellow Resalers,

I am so sorry that I can't be with you today for WindowWalk. I'm sure you'll have a great time, though...as long as you leave the credit card where it belongs, in your pocket, and keep your **WindowWalk** booklet and a pen in your hand! The booklet has specific points to think about and record, but first, the overall impression of a business is important. So...

Here's the "big picture" I had planned to help you explore and think about:

Ambiance. A fancy-schmancy word for *How does this store make me FEEL?* How does the atmosphere make me want to possess what they are selling? Take a look at **The Walking Company** and **Everything but Water**... and probably **Janie and Jack**, a Gymboree®-owned store, although I've not seen them.

Merchandise Mix. How do these stores handle a variety of goods? Take a look at **Anthropologie** and **Banana Republic**. Does the flow of categories/ departments lead you to explore the entire range of goods they have to offer? This flow is called adjacency and it's crucial in building multiple sales.

Fixturing. How does it lend ambiance to the store? How functional is it? Look at heights, widths, and how fixtures can be used to draw your eyes to a far corner. What makes the merchandise look classic, fresh, sassy, or whatever the marketing angle of the store happens to be?

Price Level. How does the "look" of the store, everything from the color of the walls and floors to the outfits the staff is wearing, impact the *expected price level* of the merchandise they sell? Would you buy a pair of \$155 flip-flops from this store and feel they were worth every penny?

Differentiation. How does **Restoration Hardware** differ from **Pottery Barn** from **Crate & Barrel**? Will the average consumer be able to remember where they saw a particular item they loved, or will the stores all blend into a jumble in their minds? (*I know they do for me!*) What lesson can be learned from this to use in your shop?

Do they live up to their hype? Promising more than they can deliver is a common

failing of corporate stores. Here's an exercise for you. At **Crate and Barrel**'s store site, they have the following. Is that how you'd rate their store when you walk into it?

Presentation

First impressions are lasting. At Crate and Barrel, we present our products to help your eye focus on shape, form, color, and function. Our Housewares and Furniture Collection are creatively arranged in a crisp, clean, architectural setting designed to make you feel at home so you can visualize how it will all feel in your home. We pace your experience in our stores with a surprise at every turn. An unexpected take on things that will catch your eye, a spontaneous setting that will invite you to touch, a thoughtful pairing of objects that will make you think... what if?

Which shops, at the end of WindowWalk, stand out in your mind? Why?

Ask other NARTS attendees the same question. Pretty soon, you'll have a whole arsenal of impressions and opinions, and that's what you'll use to look at your own shop with **WindowWalk** eyes.

I hope you'll take the opportunity to use the **WindowWalk booklet from TGtbT.com** to gather specific information that you can take back to your shop and put into use. You probably don't have the budget these mall professionals have...but with the ideas you have gathered and the ingenuity of resalers, I can't wait to hear how WindowWalk helped you give your shop a wonderful new look! Join us at Sharing, the on-line discussion board for professional resalers, at www.TGtbT.com.

See you on Sharing, where I'd love to Share your "report" on **WindowWalk** with those who couldn't attend Conference 2008.

I miss you already!

Kate

www.TGtbT.com

www.HowToConsign.com

www.AuntieKate.wordpress.com

www.TheResaleGuru.com