



- Put up a sign! Let your customers know what products you carry. See our dealer support section for a list of Contech's free merchandising aids.
- Try each product yourself. Being familiar with the products you sell will help you inform your customers about which products will best suit their needs.
- Carry a variety of products in each category to make sure that your customers specific needs can be met.
- Help give your customers the confidence they need to try a new product: Ensure every staff member familiarises themselves with your entire product selection.
- Ask manufacturers for more educational and promotional materials.
- Offer a "Try Before You Buy" rental program. Rent it for 20-25% of the retail price for 10 days usage. Deduct the rental charge from purchase price if the customer decides to buy. If he doesn't, keep it as a rental unit.
- Talk to local 'experts' about the products/services you have available. They can refer substantial new business your way.
- If you're in the pet business, talk to your local animal behaviorist about the products you have - and see if there are others he/she recommends you carry.
- If you're in the pet business, talk to your local SPCA about the products you carry. They may be able to re-route frustrated pet owners to you and thereby save a pets life!
- Talk to your local media about Electronic Animal Deterrents. They're interested! Call the local city desk or radio call-in show. Offer to do an interview about this emerging genre of products. You're the expert and they're always looking for interesting new story ideas from authoritative sources.
- When in doubt, call the manufacturer. Reputable companies will give you honest answers - quickly.