

MICADIA MOMENTS

'New approaches to retail success' September-October 2008

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Here's a Thought

In June, I suggested that we all grow tomatoes.

Ann Reeves Burton

Wouldn't it have been great if there had been the time to do so, and if we hadn't had a lack of rain at the end of the summer, and if the bugs hadn't infested our tomato patch? However, there is always something good, that can come out of adversity. Maybe the tomatoes won't take a prize at the fair, but they will make a great sauce, and even soup in the winter.

The moral of this story is; there is always an out to difficulty, and we must always look for an opportunity, and a positive path. We may not win eight gold medals, but we can be content with one.

Enjoy the beautiful Fall and don't get too caught up in the angst of politics! Life is just too short.



At the end of the summer, we have tried to get our job done, while making time for sports, and politics. We have heard, sometimes to distraction, politicians telling us what they will or will not do for us and our business and our families. The promises seem very grand, and the solutions just right, according to them. But what about you and me? What about the entrepreneur who has tried to stay in business over time, wondering when their break will come. Does any party have just what is right for you? Probably not, and it is so very important to listen to all the rhetoric before making a decision about your little corner of the world.



The economy is so different in every part of this great land. In certain places it is flourishing. In others it is not. Who is to say what the answer is for you. As an independent business owner, only you can judge what is best. In "It's All About Retail, Attracting Building and Keeping Your Customers," check out Idea #17, "Set Yourself Up As An Expert." In task # 17, what can you do to make the choices that will increase your business, and enhance your profits? If you have kept up with the trends in your industry (Idea #18) you are the one who knows the direction to take and the best way to seek out a solution for your specific business.



What have you done, lately, to improve your name recognition? In Idea #21, it is imperative to your growth to be aware of all the different ways you can increase your business, and not sacrifice customer service.

The Butterfly has all but given up on making purchases over the internet, and yet many

wouldn't think of buying any other way. The Butterfly tries, one more time, and gets to the point of that "Secure lock" and she runs away and dials the phone. It is too complicated, and there is an issue of trust when there isn't a face-to-face way to purchase.

The Butterfly prefers to purchase over the phone, so be sure and have a 1-800# as an alternative to purchasing. It is just another opportunity to grow your business and name recognition at the same time.



Be the face of your business, and make sure you are reliable. In the beautiful last days of summer, many customers are taking advantage of farmer's markets and outdoor

art fairs. Be sure you are present. If you have told the venue you will be there, make sure you are, and make sure you have enough product to please your customers, and make new ones. Have business cards and ways to contact you, available for everyone. Make it easy for the customer to buy, and pleasant for you to sell. Be cheerful and helpful. In Idea #23 the butterfly talks about being the face of your business. "At any given point, it is your name and your face, that must stand for the product you sell." Be sure and think about the memory or experience you are creating when facing a new customer. Will they want to return?

Shower your customers with attention. There's no doubt in my mind that our philosophy can be applied to selling just about anything – from aircraft to beanbags.

Jack Mitchell
"Hug Your Customers"



Is the current economy making you question why you're in the retail business? You're not alone.

If you haven't read "It's All About Retail and the importance of Attracting, Building & Keeping Customers," this is the perfect time to do so! This is a book designed for the entrepreneur and the consumer based on over 30 years of retail experience.

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Maybe I Can't Always Do It Alone! 'New approaches to retail success'