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Network News

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"The thing is, I don't want to be sold to when I walk into a store. I want to be welcomed."

– Angela Ahrendts,
Senior Vice President of Retail at Apple Inc.

Winning by Selling with your Hospital Gift Shop

By Todd Zimmermann

Objectives

1. Think of new & creative ways to sell to customers.
2. Develop strategies to win customers over.
3. Create optimal positioning for your gift shop.
4. Collaborate to win business.
5. Develop strategies to build relationships.
6. Differentiate your shop's value proposition.
7. Help position your staff and volunteers as knowledgeable and engaged.

Product Knowledge

- **Purpose:** Every aspect of selling has its foundation in product knowledge. That's why it's critically important to understand as many of your products as possible.
- **Process:** Carrying a new-line? Study vendor's website, press information, sales plan. Ask them to provide you with product/line FAQ. Develop product manual with content provided by your vendors.
- **Payoff:** The more you know, the more you can recommend.

Exercise: Create and implement tools for your staff and volunteers to learn product knowledge about the merchandise in your gift shop.

Questioning

- **Purpose:** Have a strategy in place to ask questions.
- **Process:** Create a library of questions aimed at gaining insight and understanding into your customers needs.
- **Payoff:** Customers will get the sense that you truly care about their needs, not just making a sale, and your staff will feel more comfortable when speaking with customers.

TYPES OF QUESTIONS:

- **Closed-Ended:** Seeks facts, often answered with a yes or no; often begins with Did, Can, Have, Do, Is, Will, Would
- **Open-Ended Questions:** Ask customers to share information about themselves; typically begin with: Who, What, Where, When and How
- **High-Gain Question:** Requires customer to reveal information; may not be a question at all, i.e. "Tell me about your Mom."

Exercise: Develop three high-gain questions to engage and ask customers.

Making Recommendations / Features & Benefits

In this stage of selling, we make the best recommendations based on the learning achieved. It's where we focus on Features & Benefits. Always remember one simple rule: Features Tell / Benefits Sell

- **Features:** A fact about a product. Features are easier to describe, but have little impact on your customer.
- **Benefits:** How a product meets their needs. Benefits are the outcome or results the customer will experience and how the item will solve a problem.

Exercise: List three features and three benefits about merchandise in your shop.

Cross-Selling

- **Purpose:** Sold customers are your best prospects. They've already purchased from you.
- **Process:** Create a standard in your shop where cross-selling is the rule, not the exception.
- **Payoff:** Lather, Rinse, Repeat.

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POP of COLOR

The 2020 Winter Markets were brimming with bold and bright colors in a big way! Look for an energetic palette of luminous reds, glowing yellows, hot pinks, brilliant blues, and vivid greens. Consider a display filled with a cheerful mix of products that inspire happiness, optimism and bring a smile to your customers.



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11

1. The Bouquet lanyard from **Bonitas International** (5%) has a vibrant colored floral pattern along the length of the ribbon. Made from soft, durable polyester fabric, this lanyard features a breakaway safety clasp. SRP \$9.00 (888) 726-6533 bonitaswholesale.com
2. **Center Court's** (10% ex displays) Layers earrings and necklaces can be merchandised on the same fixture; allowing customers to mix and match. Necklaces adjust to coordinate with any look, from choker to 34" in length. Ear \$6.50 Neck \$7.00 (574) 273-8985 centercourtonline.com
3. **Direct Fragrances** (3%) offers designer fragrances, trendy make-up, fashionable purses and high-end sunglasses. The featured double zip front crossbody is available in mustard or beige and certain to become a new favorite go-to handbag. (800) 800-4208 directfrag.com
4. Presenting the **Dylan's Candy Bar** (10%) Gold Collection, an assortment of luxuriously delicious, high-end candies crafted with only the finest ingredients. Belgian chocolate bars to premium confections from around the world. SRP \$9.00 (212) 620-2700 dylanscandybar.com
5. Take the FantaSea friends backpack clips with you wherever you go! **First & Main's** (10%) 4" critter clip assortment includes brightly hued stingray, dolphin, lobster, turtle, seahorse and more. \$2.15 (800) 726-1400 www.firstandmain.com
6. **It Takes Two, Inc.** (10%) greeting cards are printed on recycled paper and made in the USA. This adorable baby card is perfect to welcome baby to the world! Inside text: ...and dance upon your hearts forever. Congratulations! (800) 331-9843 ittwholesale.com
7. A parenting favorite for its comfort, style, and adaptability, the award-winning **MOBY** (10%) Classic Wrap is made from a soft, durable, 100% cotton fabric that provides the perfect snuggle for newborns, infants, and toddlers. SRP \$44.95 (888) 629-9727 mobywrap.com
8. Hobo bags are hot and you will find the latest handbag trends from **Simply Noelle** (10%). The featured Sedona Hobo handbag offers a colorful floral design with the streamlined look your customers will love! (910) 270-4047 ganz.com/Simply-Noelle/
9. The Stream Big Everything Pouch from **Packed Party** (10%) is packed with signature streamers for a true party. This best-selling pouch is perfect to pop in a purse or carry around town on its own for a fun addition to any outfit. SRP \$24.00 (512) 276-2555 packedparty.com
10. **Periwinkle by Barlow** (10%) has a fresh new look for Spring! Their collections are carefully curated to reflect the most fashionable trends of the season. **GiftBeat** consistently ranks Periwinkle as a top retailing brand. \$6.75 (800) 654-6074 periwinklebybarlow.com
11. Get right to the fun with **Picnic Time's** (10%) Foldable Pop-up blanket. Its easy, pop-up design springs open and spreads perfectly every time. The comfortable and moisture resistant blanket stores easily in the matching carrier bag. \$17.50 (888) 742-6429 picnictime.com
12. Insulated bottles from **S'ip by S'well** (10%) keep your drinks cold for up to 24 hours and hot for up to 12 hours. Toss the double-walled, insulated 18/8 stainless steel bottle in your bag without worrying about spills or drips. SRP \$19.99 (844) 517-9355 www.swellbottle.com/shop/sip-by-swell/
13. **SmashDiscount** (10%) best-selling EarBuds with built in remote and mic allow for high quality audio when listening and talking hands free. Adjust volume, control playback, and answer or end calls with just a pinch of the cord. (888) 317-0154 www.smashdiscount.com

INTRODUCING



Beba Bean Designs Inc.

10% Discount | (800) 276-9221
bebabean.com
Opening \$150 | Reorder \$150

Beba Bean is a boutique brand that specializes in unique and memorable baby shower gifts. The most popular product is the "Pee-pee Teepee" - a diapering accessory for newborn baby boys. A must gift for every new parent. The Pee-pee Teepees were recently seen on The Ellen DeGeneres Show.



Logos Trading Post

10% Discount | (918) 481-9999
logotradingpost.com
Opening \$100 | Reorder \$50

At Logos Trading Post, they believe in customer service at the highest level, and quality products at an affordable price. They offer a wide variety of unique, inspirational gifts; from greeting cards and bookmarks, to sterling silver jewelry, to a massive line of olive wood products and more!



MaxxmAlarm

10% Discount | (949) 377-2009
maxxmalarm.com
Opening & Reorder 20 Units

Inspired by the shape of an average key fob, the MaxxmAlarm personal alarm system emits an ear-piercing 130dB siren to not only startle a potential aggressor but also alert others to your immediate need of help. Attach MaxxmAlarm to a purse, keyring, backpack or wear it around your neck for easy access. TSA approved and airport friendly.

MCCC Sportswear Inc.

10% Discount | (800) 840-8422
mccc-sportswear.com
Opening \$0 | Reorder \$0

MCCC Sportswear proudly offers a collection of brands that provide personality and charm through cleverly designed fashion. Whether it's cozy sleepwear, seasonal tunics, or cancer awareness products, MCCC Sportswear has the perfect merchandise for your unique customer. MCCC Sportswear is committed to developing strong relationships with satisfied buyers guaranteed.



Vendor Spotlight



Madd Capp Games & Puzzles

10% Discount | (855) 246-6233
maddcappgames.com
Opening & Reorder \$180

Madd Capp Puzzles - award-winning, unique-shaped jigsaws. Unlike most puzzles, where you start with the border and work your way in, Madd Capp Puzzles, with their unique-shaped borders (the actual outline of an animal or animal's head) are typically worked from the inside out. Often starting with the animal's hypnotic eyes, the Madd Capp puzzler comes face to face - and becomes one with the puzzle image, adding a fresh feel and an extra challenge to the puzzling process. "I AM" Wolf, Flamingo, Giraffe, etc. Can't get any closer!

Award-Winning! Madd Capp Puzzles were chosen by Oprah as one of "Oprah's Favorite Things" in 2017. Many other recent industry awards (six this year alone!) Included are: Creative Child Magazine's "Puzzle of the Year", Tillywig Top Fun Award for the 300 piece I AM Buck.



Check out the full selection of Madd Capp Puzzles! For more madcap fun, don't miss our clever Card Games plus S'mores & More Checkers, featuring marshmallow checkers and graham cracker crowns.





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Winning by Selling with your Hospital Gift Shop

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Relationship Building

- **Purpose:** Move the process of selling away from a transaction.
- **Process:** Get to know your customers.
- **Payoff:** Customers will get the sense that you truly care about their needs, not just making a sale, and the staff will feel more comfortable interacting with customers.

Exercise: What can you and your staff/volunteers do to develop relationships with your customers?

Build a Sales Tool Kit

- **Purpose:** Have all your sales tools easily available for your staff/volunteers to reference.
- **Process:** Centralize product manuals, training materials, and sell sheets in one area to allow staff/volunteers access to information anytime.
- **Payoff:** Your staff will have a new level of comfort with shop merchandise, procedures, and selling strategies, making them more effective members of your team.

Be a Hero

- **Purpose:** To show when your staff/volunteers go the extra mile, really dig in, and focus on a customer's needs; they can become that customer's hero.
- **Process:** When possible, gain a thorough understanding of your customers needs, their background, and their family.
- **Payoff:** You will position your hospital gift shop as the go-to stop for their shopping needs.

Exercise: Create an email list to contact customers about promotions, new introductions, or special products in your gift shop.

Questions? Contact Todd Zimmermann (920) 458-4582, author and founder of *Oliver the Ornament*, a seven-book series celebrating the tradition of ornaments while fighting bullying and spreading kindness at the same time. Prior to launching *Oliver the Ornament*, Todd ran his own sales training company, *Open Windows Consulting*, where he worked with companies of all sizes to develop customized sales programs for their employees. His approach to sales training is to understand the challenges that are unique to each company he worked with, developing meaningful solutions to optimize their results.

Vendor Updates

The following Vendor will no longer be extending a discount to our Retail Members:

TANGLE INC.
THE SOMERSET TOILETRY COMPANY

We encourage you to support our participating Vendor Partners and focus your buying dollars with the Vendors committed to your success.

GREENING UP THE INDOORS

As a way to incorporate more wellness into our surroundings, indoor gardening has become more popular than ever. Unique houseplants and colorful succulents have been popping up on social media as a way to express personal style. Whether you prefer live or imitation; they're lush, green and create a warm, welcoming environment.

► This comprehensive house plant guide includes descriptions, growing and care information. *The Pocket Guide to Houseplants* from **Fox Chapel Publishing** (10%) shows everything you need to incorporate plants in your interior design. SRP \$14.99 (844) 307-3677 foxchapelb2b.com



◀ These faux succulents are skillfully planted in a small wooden rectangular drawer, offering a distinctive look to impart the natural feel you desire. Just the right size for small spaces from **K&K Interiors Inc.** (10%) 8"H x 9"W x 5.5"D \$19.99 (877) 647-0111 kinteriors.com

► **Melrose International** (10%) Home & Garden 2020 is filled with trending botanical accents, lighting, furniture and décor to promote harmonious surroundings. Modern colors and textures pair with vintage vibes for a luxurious, unique style. (800) 282-2144 melroseintl.com



◀ **Modern Sprout** (10%) all-inclusive indoor grow kit packaged in a water-tight recycled paper tube planter. Kit includes self-watering system that provides plants with the perfect balance of water, nutrients and oxygen. SRP \$13.00 (312) 373-9292 modsprout.com/wholesale

► Inspired by the kokedama trend, one of the latest in indoor gardening, this self-contained hanging plant features faux Monstera leaves and moss details. Includes jute rope to hang or can sit on a flat surface. **Primitives by Kathy, Inc.** (10%) (866) 295-2849 www.primitivesbykathy.com

