

A Successful Store Sells Red Stars

By Displaying Them

Letter Number 19

BEAR in mind that a large percentage of our sales is made without the assistance of a saleslady. The customer approaches the counter, selects her merchandise and hands it to the saleslady when she comes up with her pleasant greeting, "May I wait on you, please?"

To sell Red Stars to this customer is most important. The most effective way is to have plenty of Red Stars in the display where the customer will naturally pick them up and examine them. Good selling Red Stars should have the best and largest displays in the best location.

Display your Red Stars in the front of each counter and in such a way that customers must pass them by to reach the more costly goods.

Arrange your counter so that a Red Star will accompany the low gross paying items. Plenty of needles around the thread, screws close by the tools, percolator tops and brushes with the percolators. And don't be afraid to display them big enough.

KNOW YOUR RED STARS, THEN DISPLAY THEM.