



DECEMBER 2022
**RESELLER'S
EDGE**

TIPS AND TRICKS FOR YOUR STORE

Take a look at top selling
products this buying season

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13% of unhappy customers will share their complaint with 15 or more people and only 1 in 25 unhappy customers complain directly to you (Source: Esteban Kolsky).

Customers prioritize a good value when making purchases and they want retailers with strong values (Source: Vericast Marketing).

Customers who have a complaint handled in less than 5 minutes go on to spend more on future purchases (Source: Harvard Business Review).

38% of people use coupons, discounts or deals to plan their shopping list (Source: Vericast Marketing).

Customers are more willing to forgive a company that offers an apology as opposed to being compensated (Source: Nottingham School of Economics).

An increase of online shopping is particularly driven by millennial parents (39%) and Gen Z (43%) (Source: Vericast Marketing).

The average customer only has the patience to wait in line for 5-10 minutes (Source: Irisys).

One of the top ways brands are found and purchases are made is through social shopping (Source: Vericast Marketing).

Loyalty programs cause buyers to spend more, more often (Source: Korona POS).

Ethics- and values-based buying decisions are of particular importance to Gen Z, who prioritize social and environmental responsibility (17%) more than other generations (12%) (Source: Vericast Marketing).

1 **Skullcandy Jib In-Ear Earbuds with Mic**
DSC# 117614 | ESRP \$13.46



2 **Duracell CopperTop Alkaline Batteries – AAA**
DSC# 56108 | ESRP \$10.00



3 **Roaring Spring Blue Examination Book**
DSC# 89035 | ESRP \$0.57



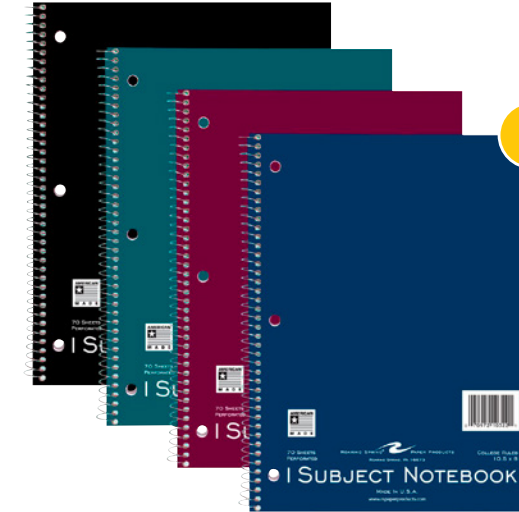
4 **Five Star Paper Pocket Folder Display**
DSC# 64542 | ESRP \$4.03



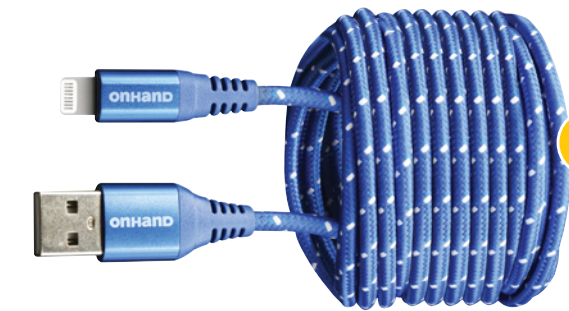
5 **Sharpie Fine Permanent Marker – Black**
DSC# 56881 | ESRP \$2.47



6 **Roaring Spring Wirebound Notebook**
DSC# 141655 | ESRP \$3.35



7 **OnHand Charging Cable – USB-A to Lightning**
DSC# 117768 | ESRP \$26.92



8 **Pilot G2 Retractable Gel Pen**
DSC# 63059 | ESRP \$6.41



TOP SELLERS



Get Lost in Creativity



Crayola Adult Coloring Books

Each page features stunning designs and line art for hours of therapeutic coloring. Pair with Crayola Colored Pencils for the ultimate coloring experience.

PRODUCT	DSC#	VENDOR#	MIN	ESRP
City Escapes	154109	04-0307	6	\$13.26
Florals	154108	04-1082	4	\$13.26

Crayola Colored Pencils

- Brilliant and smooth, non-scratch colors
- Thicker leads ensure more break-free drawing
- Pre-sharpened points stay sharp longer and sharpen easier

DSC# 69031 | VENDOR# 68-4024 | MIN 12 | ESRP \$8.14



Microsoft Surface

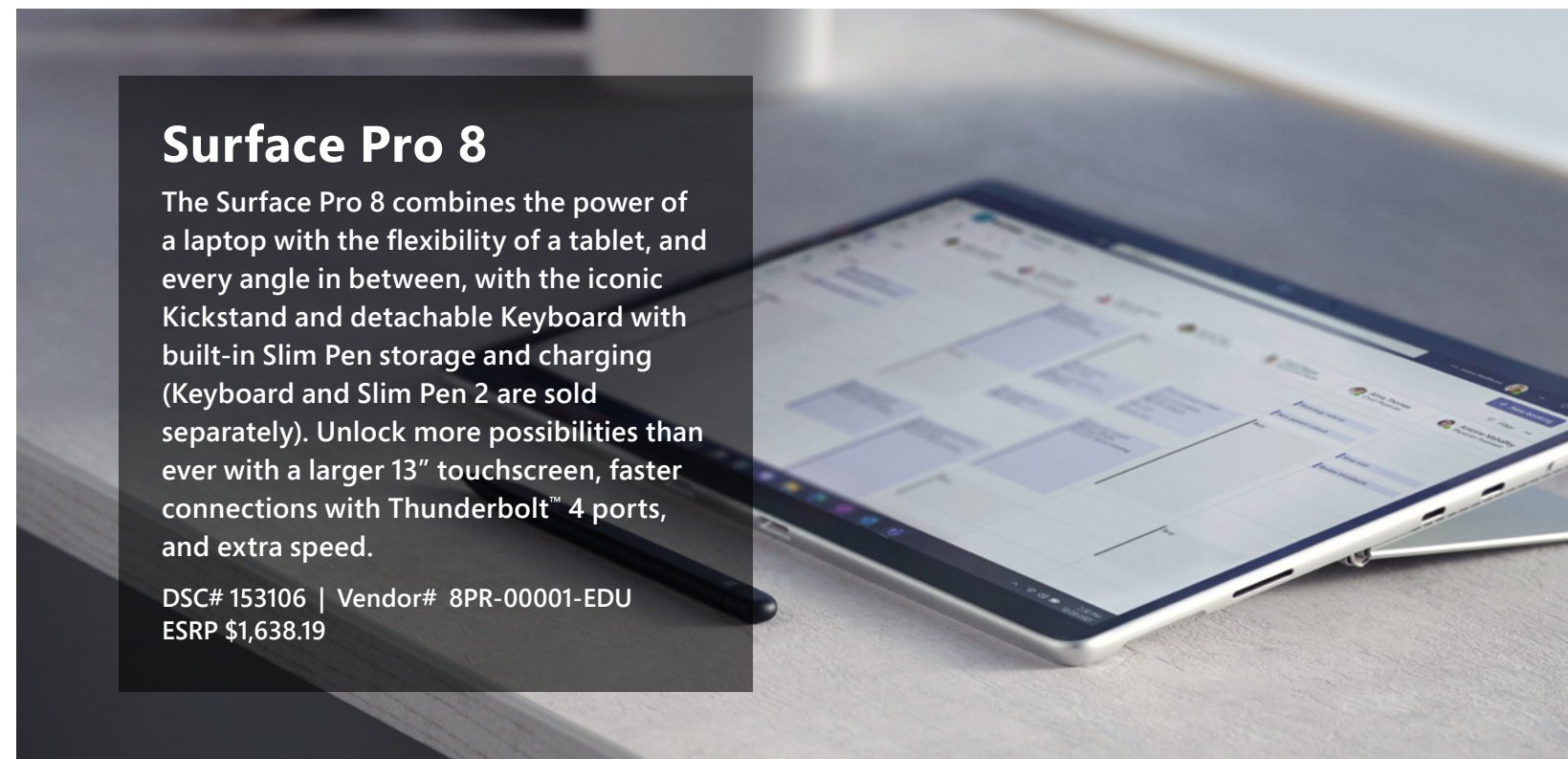
Speed, Style, and Flexibility



Surface Laptop 4

The speed and style needed to power through projects and assignments. Stand out on HD video calls backed by Studio Mics. Capture ideas on the vibrant touchscreen. Do it all with a perfect balance of sleek design, speed, immersive audio, and significantly longer battery life than before.

DSC# 148587 | Vendor# 5BL-00001-EDU
ESRP \$1,600.79



Surface Pro 8

The Surface Pro 8 combines the power of a laptop with the flexibility of a tablet, and every angle in between, with the iconic Kickstand and detachable Keyboard with built-in Slim Pen storage and charging (Keyboard and Slim Pen 2 are sold separately). Unlock more possibilities than ever with a larger 13" touchscreen, faster connections with Thunderbolt™ 4 ports, and extra speed.

DSC# 153106 | Vendor# 8PR-00001-EDU
ESRP \$1,638.19





RESOLVING CUSTOMER COMPLAINTS

Retail customer service is not always easy, and many store owners dread encountering dissatisfied customers. However, customer complaints can actually mean something positive for your business. According to research by Esteban Kolsky, CEO ThinkJar, 13% of unhappy customers will share their complaint with 15 or more people and only 1 in 25 unhappy customers will complain directly to you. The overwhelming majority (91%) of unhappy customers who don't complain take their business elsewhere.

If you're hearing the complaint, you have the opportunity to investigate, improve, and prevent similar complaints in the future. Research reveals customers whose complaints are handled quickly often turn into loyal customers and even brand advocates. A study by Harvard Business Review found that customers who have a complaint handled in less than 5 minutes go on to spend more on future purchases.

4 Steps to Resolve Customer Complaints:

1 LISTEN

Customers want to feel heard when they have a complaint. It's also important for you to understand the situation to plan on how to best resolve the situation. Research has shown that customers care more about quality than a fast response.

2 ACKNOWLEDGE AND APOLOGIZE

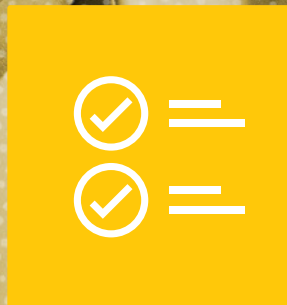
Most unhappy customers simply want retailers to understand their frustration. Research by The Nottingham School of Economics found that upset customers are more willing to forgive a company that offers an apology as opposed to over compensation. Bob Phipps, the Retail Doctor, suggests that customers will be more receptive to your solution if they have your attention and understanding.

3 SOLVE

Stay positive and focus on what you CAN do to solve the problem. Offer the customer real solutions or ask if they have a solution they want. Often the customer requires very little in the form of a solution, such as a refund or exchange.

4 FOLLOW-UP

Thanking your customer goes a long way and following up with them after the complaint resolution communicates care. This can be as simple as a follow-up email, survey, or phone call to make sure they're satisfied. Surprisingly, very few companies actually follow up with customers so you will easily stand out to the customer by doing so. You can even go a step further and exceed expectations by sending a hand-written thank you note, giving a discount, or giving early access to a new product.



So, you've resolved the complaint, what next?

After a situation is resolved, there are things you can do to minimize future complaints.

Analyze

Ask yourself some questions about the situation. Has this happened before? How often does this complaint occur? Has this customer reported this previously?

Create a Complaint Policy

Here are a few best practices on training your employees and creating guidelines and policies on how to resolve customer complaints:

1. Problems are documented and reported to the appropriate person for resolution.
2. Designate someone in charge of resolving all complaints.
3. Respond to complaints within a predetermined amount of time.
4. Decide in advance what actions take place so there is a consistent customer experience.
5. Keep cases open until problem is resolved.

Make a Checklist

To make sure you don't miss any steps, it can be helpful to create a checklist for handling future complaints such as:

- ✓ Acknowledge the complaint.
- ✓ Let the customer know the complaint was received.
- ✓ Document the complaint.
- ✓ Resolve the complaint according to your policy.
- ✓ Follow up with the customer.

Encountering customer complaints can be intimidating, but with the right steps in place you can easily approach these situations and create happy and satisfied customers who feel cared for. Complaints are an opportunity for you to show your customers how great your store truly is!

Read Article: <https://retailconnection.dstewart.com/2022/09/14/best-retail-practices-resolving-customer-complaints/>





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INNOVATE • EXCITE • ENHANCE

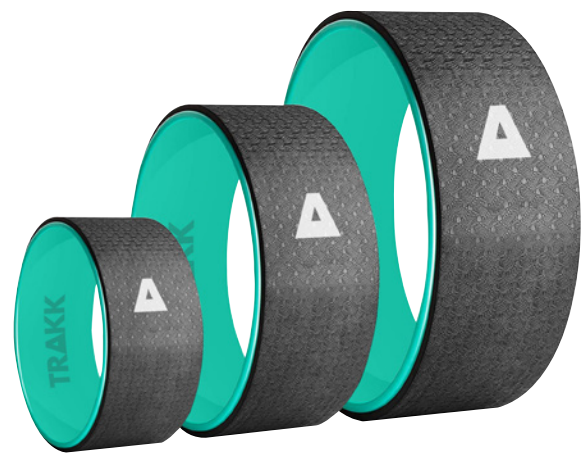
NAMASTE!

Grab these top selling yoga accessories from TRAKK.

Professional Deep Muscle Body Massage Gun

The TRAKK quiet handheld percussion massager is lightweight and portable, featuring a long battery life, four speeds, and four heads.

DSC# 154496 | Vendor# TR-M01-SV | ESRP \$67.34



Yoga Wheel

The Trakk yoga wheel fits the curve of the back with ergonomic design and is specifically designed to open the chest, relax back muscles, align the spine, and improve flexibility and balance.

DSC# 154512 | Vendor# YGWHEEL-SET-BG | ESRP \$67.34



SOLO
NEW YORK

Functionality Meets Style

From mid-week classes to weekend getaways, Solo New York backpacks get them there in style.



Arc Backpack

- Padded laptop compartment with an internal iPad®/tablet pocket
- Front zip-down organizer section and slide mesh pockets that fit most water bottles.
- Expandable file compartment.
- Padded carry handle and straps
- Back panel slides over luggage handle
- Lightweight design

DSC# 119396
VENDOR# PRO742-4
ESRP \$121.23



RE:CLAIM Recycled Backpack

- Heathered grey material made from 6 recycled PET bottles
- Padded laptop compartment
- Front zippered pocket with organizer section and key clip
- Black camo lining. Side mesh pockets
- Two top loops can hold jacket or umbrella
- Back strap slides over luggage handle

DSC# 145411
VENDOR# UBN760-10
ESRP \$103.72



Region Backpack

- Fully padded laptop compartment
- Quick access pocket
- Interior organizer section
- Side mesh pockets
- Back strap luggage handle
- Made of lightweight, smooth nylon fabric

DSC# 127198
VENDOR# VAR704-60
ESRP \$103.72



COMPETING WITH AMAZON



Between student Amazon Prime memberships and the ease and price that Amazon offers, competing with Amazon can feel like a daunting task. Fear not! There are many things you can do with your college bookstore to stand out from Amazon and draw in your student shoppers.

How to compete with Amazon in four steps:



1 MAKE THE SHOPPING EXPERIENCE EASY

Amazon offers convenience with straightforward searches, purchasing at the click of a button, and quick shipping. Making your store experience easy is vital to compete with Amazon. One area of your store is to reassess your checkout area. Is the checkout process efficient, easy, and quick? Or are customers standing in long, cramped lines? Studies have shown that the average customer only has the patience to wait in line for 5-10 minutes.

If you have the space, consider mobile point-of-sales systems so transactions can be made anywhere in the store. Make sure you have a POS software with fast transaction speeds.

Another option that bookstores have done is a buy online, pick-up in store model or even curbside pickup options depending on your store's design. These models not only save customers time but also helps you keep prices lower and avoid shipping dilemmas.

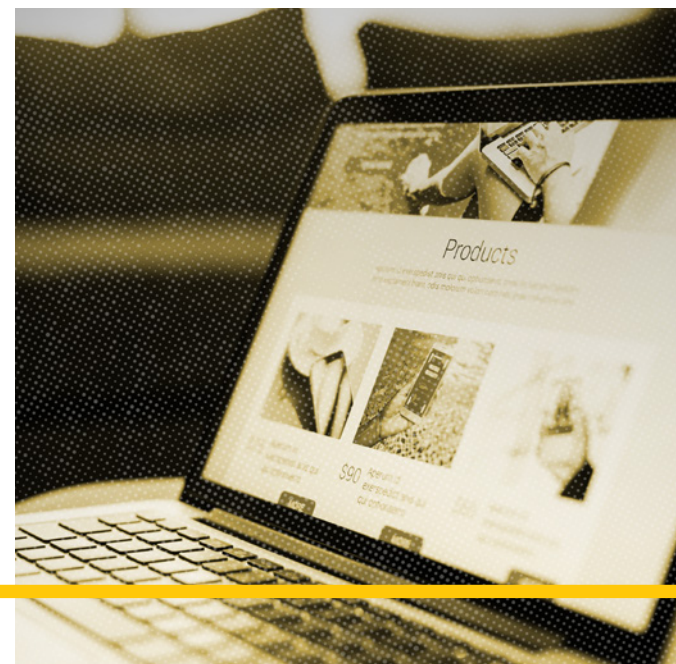


2 BE DIFFERENT

Amazon is truly an “everything” store, but you serve a specific niche and customer base: college students. Stand out from Amazon by setting yourself up as a place for students to get trustworthy, specific recommendations for their unique needs. Show your students that you know what they need each semester to succeed. Offer eco-friendly, sustainable options to appeal to conscientious buyers who will steer away from Amazon’s less sustainable model. Show your students that you’re different than Amazon—in the best way!

3 OFFER A LOYALTY PROGRAM

Amazon is successful largely because of their Prime Membership model. Statistically, loyalty programs cause buyers to spend more, more often. Offering a loyalty program in your store encourages repeat shopping/repeat visits because customers enjoy the excitement of earning rewards, free products, discounts, or exclusive offers.



4 IMPROVE YOUR ECOMMERCE PRESENCE

Compete on Amazon’s level by having a clear, operational eCommerce site to encourage online shopping. Your website should have an engaging design, be mobile friendly, and accept popular payment methods. You can go the extra mile by showing price comparisons and product reviews.

Read More: <https://retailconnection.dstewart.com/2022/09/21/best-retail-practices-competing-with-amazon/>

