



A DCCconcepts "DEALER ADVICE" publication



Intro
You need to know

You need to know - A place for business & knowledge tips

The business of Model Railway Retailing is changing.

- You work hard, you work long hours and you invest a lot....
- You are seeing your results eroded by web resellers...
- Your margin is being eroded by discounting...
- Your customers are harder to find...
- The walls are closing in...

Perhaps it is time to re-evaluate what being a specialist really means!

The nature of business is constantly changing for all retailers.... Who need to change with it!

Like it or not, business goes through cycles. For the last hundred years or so we have moved from commodity to production based retail which created the first chain stores, as production volumes led to pricing and availability at mass-market prices, then things moved on to a more service based retail structure where ranges focussed more and added value was offered.

In the last ten to 15 years a completely new cycle has started to emerge.

Born out of the dilution of retail created by web based resellers who drain margin and customer loyalty, the good news is that this new phase, being called the 'Authentic Experience phase' of retailing, is perfect for the true specialist that is committed to the field in which he operates.

As anyone knows, anything can be bought on the web just as easily as it can be bought in the high street... but what is missing are those very important things that 99.9% of web shops just cannot even begin to supply... the pleasure of shopping, the enjoyment of interacting with others of similar interests and the added knowledge and "insider information" that only a real expert can communicate, one on one, to the shopper.

So - NOW is the time for YOU – the Retailer, to become a REAL specialist once more!

To be a specialist, you need knowledge above all other things.

There is no need to "wallpaper" your store with everything ever offered...

* *Because a specialist store is NOT one where every brand and every item in their ranges is stocked... that is just a supermarket, and anyone can do that if they have a little money.*

It is also not a place where things are constantly discounted...

* *Anyone can do that too if they think that price is the sole motivator for purchases... but they are wrong if that's their only approach. The thing that motivates buy decisions is confidence in an item's value to them!*

VALUE is found in enjoying the purchase experience whilst spending hard fought hobby money on things that do what they should, fit the need & let him or her get on with enjoying the hobby!

A real specialist store IS:

- A place that truly is filled with knowledge about the items offered.
- Where a select few lines in each category are stocked because they are the best choices.
- Where the staff truly know and understand what they sell. (and good customer service isn't just a smile – it means everyone has a real understanding of the products, an appreciation of their application and an understanding of how they can meet customer needs.)
- Where value means "this IS the right thing and it will work" because the need is understood.
- Where price is irrelevant – because in reality the final cost is lower for the customer as, having been advised well and having bought properly, he only needs to ever buy once!

MOST importantly, A true specialist retail store is a place where a visit is a truly pleasant experience – and your customers enjoy visiting because they are welcomed and listened to.... And their need for interaction is satisfied.

This area of our trade pages will be used to add snippets of information, facts you need to know, tips to help you increase sales and new ways to add value for your customers.

Please drop in regularly as we want to keep this knowledge flow constant!