

Accentuate the Positive, Eliminate the Negative!

These are words from an old 1940's song and they still ring true today.

So often I pick up a beautiful, professional brochure with great graphics only to read those wretched words that describe many of the things that can be wrong with consigned, donated or buy outright items. You know the words—no stains, holes, broken zippers, moth or cigarette smell. On and on they go painting an image of awful looking stuff. Why would you do that?

A simple statement: "Must be in Excellent Condition" covers it all.

We must accentuate the positive and eliminate the negative.

We adopted those little words "So-so is a no-no" several years ago and have them posted out of sight from our consignors and suppliers. If you must convince yourself or turn and ask someone else whether to accept an item, then it must be a no-no. We shouldn't fill our stores with so-so merchandise.

Our signs and verbiage should always enforce the positive and eliminate those negative words such as "no clothing accepted today," or "no refunds or exchanges" or "don't ask."

We have almost daily callers who ask "are you accepting new consignors?" Or they ask "are you accepting clothes or furniture today?" We found out long ago that our local shops were so far behind—and I mean weeks—in getting merchandise on the sales floor, they stopped accepting any more.

What poor planning and procedures they must have. So they give out the decree, "No more clothes." Guess who benefits from that?! Not only do they sometimes lose really good suppliers but they turn them away with those harsh, negative words.

Go through your signage, your contracts, your brochures or any other printed materials you have and eliminate those ugly words. State your requirements in positive terms.

Train your employees to use upbeat, confident and affirming words. People want to deal with businesses that are positive and state what they CAN do for you and not what they CAN'T do. ♻️



—Patti Acquisto
NARTS Director
Patti's ReSale
Owensboro, KY
270.684.9679
pattiacquisto@bellsouth.net