

# MAKE IT CLEAR THE FIRST TIME

**We just get one chance when we are speaking on the telephone to a potential supplier. If we simplify our instructions, it can be very helpful to those seeking information.** Quite simply stated in four requirements: excellent condition, on hangers, in season and very much in style. When the caller has to ask many questions, that tells us we are not giving enough information to them initially. We may elaborate on each point to make it crystal clear what we are seeking. Always explain the percentage split, the method of payment and the contract time period before they have to ask.



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Many times suppliers have no notion as to what is in style and they may become offended when we don't accept their clothes but we must accept what we feel will sell. We can do all of this with smiles and a cheerful manner and an explanation that our shoppers are looking for the same clothes that are for sale in the area retail shops. Sometimes a particular style may sell in one area but never in another. Some items sell in certain shops because the clientele may be totally different. The shop owner should know what their shoppers are seeking. Often another shop may be recommended.

The more we clarify things on the telephone or in a personal visit, the less likely we are to encounter problems. There will always be those who claim style doesn't matter or that their clothes are classic, brand new, (meaning five years old with tags still attached) and never go out of style. (that's my personal favorite!) Women take things personally and are offended when they are told their clothing is unacceptable. We must emphasize that our customers set the tone by what they purchase.

Sometimes a supplier has driven from another area or left work or taken the day off to bring their items to our shop. These inconveniences do not make their items more acceptable. We can thank them for coming by, thank them always for calling, invite them to browse your shop and even give them a \$5 gift coupon to soften the blow.

Most problems are solved at the very beginning. People like to misinterpret our contracts and are sure they were told something on the telephone that absolutely is not true but when these things are made clear at the point of impact, problems down the road may not exist. We can spot a troublesome consignor a mile away. It is your right and responsibility to refuse an account with such a person. You are only inviting trouble. Anytime you sense a high maintenance person, get rid of them as politely and graciously as possible.

Try to give a caller a visual of what you are seeking so they won't bring old, out of style clothes only to be rejected. We tell them we are looking for the good stuff.

**Rejection in this business is always an issue but we can turn it around, if possible, by being pleasant, helpful and very kind. ♻️**