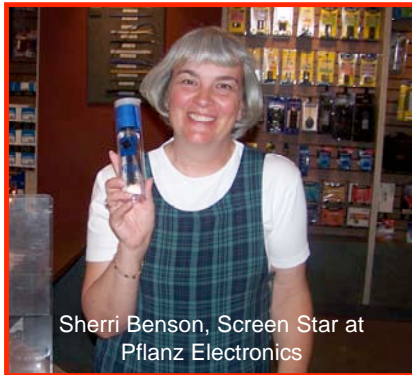


"Just a few things I've picked up along the way and would like to share with you"! by: Paul Ginther

STORIES FROM THE ROAD: Vance's Story

“Screen Star discovered in Sioux City”

"A couple of weeks ago, Paul Ginther of Screen Kleen called and asked me to explain, how it is that in a town of 85,000, in a single store, we sell over 700 bottles of Screen Kleen a year?" In my best Bob Barker voice, I instructed Paul to, ***"C'mon down."*** He did! He drove 300 miles to my store. When he came thru the front door, I led him right over to the front counter and introduced him to... our Screen Star... Sherri Benson. I pointed to Sherri and said, "She sells more Screen Kleen than anyone in the store, ask her how she does it."



Sherri Benson, Screen Star at Pflanz Electronics

"It's easier than selling an extended warranty." Paul asked Sherri the same question he asked me. Without hesitation, Sherri responded, "Let me explain. Screen Kleen is like a double insurance policy. On the one hand it protects the investment a customer makes in an expensive screen... and on the other, it protects us from an irate customer who may have just ruined their screen because no one told them not to use a household cleaner to clean their expensive screen."

"Do customers read their owners manuals? NO! Do You?" Most customers don't read owners manuals, and they don't know their screen is polycarbonate, how to clean it or that it has anti-glare. We know that using the wrong thing to clean a screen could ruin it. We have an obligation.

"How is it you sell so much Screen Kleen?" "Easy, I ask the customer if the salesman showed them how to clean their new screen. If they say No, I tell them that they've just made a large investment and they need to know how to protect it. I then show them how to use Screen Kleen and assume they're going to buy it. I probably sell seventy-five percent of the customers a bottle of Screen Kleen for \$19.95."



Vance Pflanz - Owner of Pflanz Electronics

"Do customers come back for more Screen Kleen?" Here's the deal. Our market is not growing. Sioux City's population is only about 85,000. That means we have to get more dollars from the same customers... so we have to get them back if we want to continue having yearly increases. I've got customers walking in just to buy Screen Kleen: that gives us an opportunity to show them something new.

"Screen Kleen reminds my customers where they got their gear." I found Screen Kleen at the HES Show. I got a sample of it in a gift bag. I tried it, it worked and I ordered some. Then I thought, why not have our logo on the bottle so it would remind customers where they need to go to get more... and where they purchased their home theater gear.

"I don't give it away, I sell it" Another dealer told me that he gives any customer who buys a TV a free screen cleaner. I said, "You're giving it to him? Are you crazy? Sell it to 'em. We sell Screen Kleen for \$19.95, make 70% gross profit... and we have a free ad in our customer's home."

"How do you merchandise Screen Kleen?" To begin with, you don't hang necessary accessories on a pegboard on a back wall. This is a "must have" accessory, so we put the Screen Kleen acrylic gravity display and brochures right on the front counter next to the check out. Neither our customers nor our salespeople can miss it...and, of course, that's where Sherri, our Screen Star is positioned.



Gravity feed acrylic display

SIDEBAR:

For years friends have been telling me about this almost mythical retailer called Vance Pflanz and Pflanz Electronics in Sioux City, Iowa. "He's a legend" they'd say. "You have to see his store. It's worth the trip." So, I drove 600 miles, round trip, from the Twin Cities to Sioux City just to see the legend. I wasn't disappointed.

Vance gets it. He knows he's in the business of entertainment. (He should be teaching it). One step across the threshold and you know you're going to see things you've never seen before. It isn't the fact that Vance and his people know how to display, demo, and sell. The big difference is Vance has included everything that might appeal to the senses. The visuals, the sounds, the textures and experience are all orchestrated to be so compelling that you know at once, these are the people you want to put a show on in your home. Thanks for the memory Vance!



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