

Competition...

A Blessing in Disguise

We all look forward to the Annual Conferences and Seminars because there is so much openness and sharing with strangers who will never be our competition. There is no reason why we cannot bring this down to a local level where sharing can be equally as beneficial.

I am always surprised and disappointed when I visit a shop while traveling and the owner or manager doesn't know about any of the other shops or refuses to tell. One of the most important things we can do in our industry is to know our competition, work with them, then strive to be the best.

Every new store that opens in your area only raises public awareness. When a shopper has found one good resale shop, they will be eager to seek out and find more and they will drive further if they can visit a lot of stores in one area.

In the movie "Miracle on 34th Street", Macy's won loyal life long customers by sending them to Gimbles for the items that Macy's could not provide. That practice isn't just a fictitious movie script. Nothing impresses a customer more than the fact that you are so eager to help them that you will phone a competitor to find what they want.

We must learn to think of ourselves in the resale industry as ONE entity where we all work together for the good of our customers and ourselves.

"We don't seem to have that camel skirt that you are looking for right now but please try the shop down the street...Joan may have exactly what you need."

The mall concept was built on this theory. Stores don't locate in a mega mall because the rent is so cheap. They are there because shoppers want to go where there is a collection and variety of shops. One Stop Shopping! Remember that and don't panic when a new shop opens, down the street or in the same plaza.

Remember, Martha Stewart would say, "Competition, It's a Good Thing!" Keep in touch with the other shops in your area through local associations or regular communications and watch your business and our industry grow and prosper. ♻️



—Sue McCarthy
NARTS Treasurer
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