

President's Message

It's Gotta Be True

If it hasn't happened to you, it is just a matter of time. Some would say it is even a right of passage like death and taxes... a bad online mention, or worse yet, a bad review is destined to happen to you at some point.

When you read it, when others read it you ask yourself can this actually be true? Did that store, that person, that company actually do everything the reviewer says they did? Many times after reading it about another store or restaurant you like others say well it is on the internet so it must be true.

I promise not to get too political, after all we just survived all the political ads in our feeds and on TV. But, really, how as a society did we get to the point that we read something online from a complete stranger and believe it as true?

I was pondering this I was driving down the road, (big surprise, LOL) and I heard this song on the radio and it HIT ME. No, not another car but the reality that this is nothing new. Yes, playing on the radio was a '70's song by the Marshall Tucker Band... "I heard it in a Love Song."

No, I don't want you to love those that hate, but I want you to understand the mentality of those who feel the need to tell untruths. You see if you listen to this old 70's song you will hear that they "heard it on a love song on the radio so it can't be wrong." Wow, if you heard it on the radio it must be true.

So the invention of the radio in the 1920's started the decline of society to believing what they hear—even from a stranger. But the trail starts even earlier in the newspaper. Yes, how often did you hear growing up "well, I wouldn't have believed it, but there it is in the paper."

That takes us all the way back the early 18th Century and that is just in newspapers and we know this story could take us back even further from that. So while the problem is not new the method of mass proliferation is.

So what can you do to combat the inevitable? Like everything else a good offense is better than playing defense. What I mean by that is solicit the good reviews of happy shoppers and suppliers before you need them.

Did you just help someone find the perfect outfit? Send them a letter thanking them for choosing to shop with you and ask them for a review. Did you just have a consignor in who was so excited to get the payout on their account? Now is the time to ask them to write about the experience. No not everyone will do it, but if 1 in 10 do then you will have a nice pile of true good news to offset the Nasty Nellie who doesn't have anything nice to say about anyone and that's the truth.

Keep on \$miling... Neil 🌱



—Neil Abramson
NARTS President
ECI Stores
Leominster, MA
neil@ecistores.com