

Partly Sunny

In a blog the other day, I read a story about how a boy was in the waiting area at the salon where his mom got her hair done. The radio announcer came on, saying the weather was going to be partly cloudy that day. The boy looked up at mom and said, “But mom, that’s not true. It’s partly sunny out today.” She commented on what a lesson on perspective his innocence had taught her.

Do we see our days as partly sunny or partly cloudy? Do we marvel at the wonderful things in the world or get caught up in the mess of everyday life? Do we rejoice in what we have or brood over what’s missing?

In these trying economic times, people are very crabby. When they come in our stores, they seem needier. They are looking through partly cloudy eyes. They need us to help them pick things, listen to their stories, and reaffirm their purchases are good choices.

In the past, if customers picked out more items than they had money for, they would just whip out a credit card. Now more people spend time at the register deciding what they can do without and putting things back. Credit card sales in my store have plummeted in the past year. I could look at this as cloudy but the bright side is more people are using cash for purchases. We are depositing more cash at the end of each day, to which the bank gives us instant access, improving our cash flow and we also save on credit card fees.

As store owners and employees, our attitude has a lot to bear on our customers’ attitudes. I’ve always taught my employees that customers will have a hard time being mean to them if the employees are smiling at them. We must dig deeper now to do more than smile. Happiness is a choice.



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When things get you down, remember to choose partly sunny.



You cannot control a lot of things that happen to you. You can only control how you react to them. So, when things get you down, remember to choose partly sunny. Even if there are clouds all around, there is some sun shining somewhere. When you react happily to things, the people all around you notice and respond accordingly. Focus on what you can control and what good comes from it. Your customers will appreciate having a place to go where the sun is shining.

For more on new realities, come to St. Louis in November where we’ll discuss it further. ♻️

Kitty will be presenting *The New Resale Reality* at the St. Louis seminar. She will show you how marketing, advertising, collateral materials and even training your employees for specialized customer service all ties in to your branding... creating a unique image.