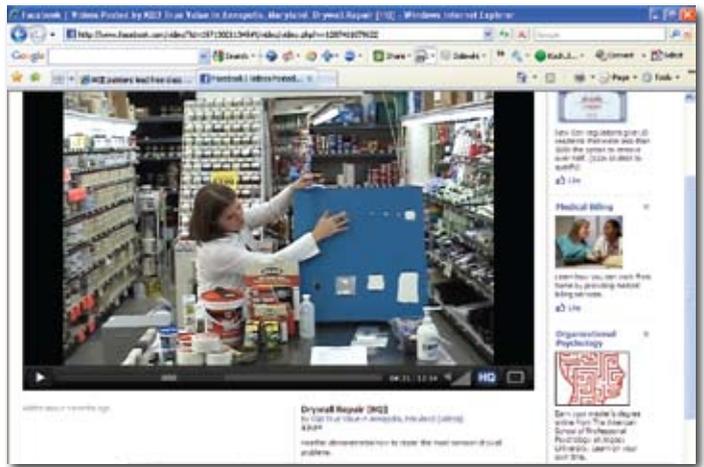


CheckOuts

Putting Ideas to Work

How-to Guides

Hardware Employees Turned How-To Experts



K&B True Value in Annapolis, Md., hosts in store how-to seminars to encourage project and add-on sales.

Last month, *Hardware Retailing* focused on helping retailers with project selling. By putting emphasis on selling entire projects versus item sales, retailers have welcomed increased traffic and transaction sizes. A great way to promote your store as a project destination is to become an expert on those projects. From instructions to helpful tips and tools, retailers will want to make sure their staff knows how to perform basic DIY projects.

K&B True Value in Annapolis, Md., does an exceptional job at promoting entire project sales while educating its customers on basic DIY projects.

The store hosts how-to presentations in the store, video tapes them and uploads them to its Facebook page, so customers can refer to the instructions again at home.

The store promotes the sale of the add-ons during the presentation and posts signage that indicates where in the store customers can pick up their products. Ease is key with this kind of presentation.

Inviting guest experts can help expand topic coverage, but make sure to have your staff present some of the seminars as well so your customers develop trust in your staff and store.

For more information on K&B True Value, turn to Page 40. ➔

IMPULSE BUYS

Consumables Get a Little Sweeter

Impulse products are known for high margins and for increasing transaction size. But what if there were ways to make those impulse buys even more popular and, subsequently, more profitable?

Bill Round, owner of Round's Hardware in Stoneham, Mass., has tapped into a private-label soda, dubbed "Round's Root Beer."

Round originally offered soda through Coca-Cola, but he found he wasn't getting the individualized attention he deserved. So after some investigation, he found a local manufacturer that would produce private-label soda at a reasonable price. The company created a personalized label based on a photo of Round's famed father who is well-known throughout the community.

Customers love the unique product, which has even made a cameo in the



Bill Round, Sr. poses with **Round's Hardware** private-label root beer for which he and the store's basset hound inspired the label.

Boston Globe, highlighting the product's interesting local flavor.

"I told them I brewed it myself," jokes Round. ➔

A Refreshing Cost Saver

When Round was looking for an inexpensive way to display and refrigerate the root beer, he spoke with fellow retailers and did his research. Buying coolers from warehouse dealers like Sam's Club or Costco would mean significant savings as the small, convenient coolers sell for around \$175.

"Ours only take two square feet of floor space and are free standing," Round says.

For more information and cost-saving ideas like this, Do it Best retailers can check out a new online community forum. E-mail DIBest@roundshardware.com to join and connect with fellow co-op members for ideas, suggestions and concerns.