

OCTOBER 2004 NEWSLETTER



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BRIGHT IDEAS:

South Orange, NJ

Clarke had a great idea. The Junior League in her area wanted to help some needy families. Clarke worked with representatives of the Junior League to set up a special account for families in need. The Junior League ladies will sell their items to Clarke and the exchange credit will go into their special account. This way the League does not have to warehouse the items themselves, and the needy family can come in and purchase the exact sizes of clothes and other items that they need.

Boise, ID

The following is from Nancy at the Boise store: "Thought you might like a copy of this 'Mystery Shopper Questionnaire' that our Boise manager created. We have already implemented its use and have gotten back some great feedback. It is especially helpful to me in the afternoon when our manager has gone home and the younger girls are running the store (YIKES!) I worry about customer service suffering a little in the afternoon, even though I have some very experienced girls on shift. They are young, talkative, and sometimes not always paying attention to customer needs. I post the results of a visit in the office so they can see how we rated with our customer. I think this will help them be more aware of how they are perceived by the public. At every employee meeting we have, I always emphasize the importance of good customer service, but this is a reality check for the girls. For the customer who is our mystery shopper, Lynn gives them a small credit on their account for helping us out." Thanks Nancy!

Albuquerque, NM

A couple of days before our last quarter sale/tag sale I came up with the idea that if the customers came in costume Friday and Saturday they would receive a candy bar, and 10% off their entire purchase. We were all in costume so it really added to the fun. We sent a quick e-mail to our customers and ran an ad in the classifieds. I wish I had thought of it in time to tell all of you sooner. Oh well, file it in your brain for next year.

This month's certificate goes to Nancy and Val in Boise.



GRAPEVINE:

Valley Other Mothers is up for sale. We love it in Albuquerque so we are selling the store and our house in Spokane. We have purchased a small adobe house four doors down from the rental we are in now (five blocks from the new training headquarters). Some more news: Michelle Brunsmann, owner of the Oklahoma City store, felt she was having trouble getting trade-ins done in a timely manner. Michelle (Mish) Baker of the St. Roberts store offered to have Michelle Brunsmann and her manager stay with she and Joe while they retrained in the latest three-bucket system. This system is essential for stores with 20 or more trade-ins per day.



SHOP NEWS:

Last month Nancy and Val's Nampa store hit \$30,000 for the first time, and the Boise store was just shy of \$56,000 for the month. To quote Nancy: "HOLY COW!". For those of you new to the system, Boise was a store that hovered between 5 and 10 thousand dollars for its first three years.



TIME TICKLERS:

Orange tags until December 1st. Then blue tags until mid-Jan. Put out your Holiday outfits ASAP so people can get their holiday pictures.



OPPORTUNITIES:

Think about some of the cute toys from D & D distributors for stocking stuffer and small Christmas toys: cell phones, mini racer cars, dinosaur, deluxe rings, and bathtub squirters are all good sellers.

Also, if anyone feels they could benefit from a refresher course, then we extend an open invitation to come stay with us in Albuquerque while you work at the store.

GOBBLE GOBBLE.