

Idea Exchange

“Why Didn’t I Think of That?”

We love to show off our factory in St. James, so throughout the year small groups of Riccar & Simplicity dealers and their employees come to see where our vacuums are made. While dealers are impressed with the factory, they are also excited about the new ideas they pick up after spending a couple of days with other dealers as well as members of the Riccar & Simplicity teams.

After these visits, numerous dealers have asked us to come up with a way to share what’s working for other Riccar & Simplicity dealers. That’s why we’ve put together the “Idea Exchange”. Now when we hear a good idea, we’ll pass it on.

And to get those good ideas flowing, we’re giving out rewards for the best ideas. If you’re the next dealer to share an idea with us that we use in an “Idea Exchange” we’ll send you a FREE vacuum - just tell us what model you want and we’ll get it out to you! So call your sales representative and start telling us what’s working for you!



And the First “Idea Exchange” Big Idea Is...

The Belt Buckle Blitz

Car dealers know the power of a test drive in creating desire. If they can get you behind the wheel, you're now not only being sold by what they are telling you about the car but also by the way it accelerates, handles and even smells.

The same technique works for selling vacuums, too. Customers who actually test drive vacuums in your store are much more likely to buy a vacuum than people who just talk about vacuums.

Riccar dealer Bill Dedich of Vacuum Express created the “Belt Buckle Blitz” to quickly get vacuums into his customers' hands. Bill noticed if he asked people to try out a vacuum, many said “no thanks.”

But if instead of asking his customers if they wanted to test drive the vacuum he just quickly turns the vacuum around and moves handle out of his hand toward his customer's belt buckle. Instincts take over and his customers grab the handle of the vacuum. Before they even know what happened, Bill's customers are happily trying the vacuum and Bill's that much closer to making a sale.

According to Bill, when someone comes into the store wanting to buy a vacuum, you can usually just talk them into test driving a vacuum. But for people who are stopping by to drop off a repair or to buy bags - who have their defenses up against buying a new vacuum - the Belt Buckle Blitz works like a charm.

And don't worry if they don't buy today. By actually getting the vacuum into your customer's hands, you've at least planted the seed. You'll be surprised how many people come back and say, “I tried a vacuum here awhile ago”. Many more than the people who come back in saying, “You told me about a vacuum here awhile ago.” While actually getting the vacuum into your customer's hands takes a little more work, it makes a much more memorable impression on your customers.

Plus, stores that don't have the luxury of having multiple salespeople to handle a busy sales floor can really benefit from the Belt Buckle Blitz. Once you have a vacuum in your customer's hands, she has something to do. So if you need to step away for a moment to help another customer, you can do so knowing that your current customer is not only occupied but has the opportunity to be selling herself on the vacuum while you're away.

Bill's so convinced that putting vacuums into his customers' hands sells vacuums for him, that he has a stated goal of getting a vacuum into the hands of anyone who walks in the door within thirty seconds of them entering the store. Try taking the same approach for a few weeks and see if you sell more vacuums, too!

Something More for You Than Just A Great Idea

Because great ideas only produce results when you make a habit out of using them, we've included a belt buckle as a little reminder to put the Belt Buckle Blitz into practice in your store. So put it on your favorite belt and remember to put vacuums into your customers' hands!

Plus, you'll want to wear your shiny new belt buckle out to the VDTA show in Las Vegas. We'll have a few “spies” out in Vegas looking for people wearing their new belt buckles. If one of these “spies” sees you, he or she just might reward you for your good fashion sense by giving you some casino chips!