

Kramer's Best Antique Improver DEALER NEWS

April, 1994

Volume 1, Number 3

Many ways to sell Kramer's...

You Sell It Your Way!

Kramer's Best products are sold in many places: antique shops and malls, flea markets, hardware stores, paint stores, upholstery shops, wood shops,



a gun shop and a construction company office, shows of many types, and probably many other places we aren't even aware of. And they are sold by people from many backgrounds and vocations: long-time antiquers, brand new antiquers, woodworkers, farmers, office workers, schoolteachers, housewives, retirees from many vocations, and on and on.

And there are as many methods of selling the products as there are salespeople and sales locations.

We wish we could publish a "sure-fire" method for you to use to reach your sales goal, but of course that isn't

possible. The best we can do is share some of the basic proven techniques.

First of all, sales methods can be broken into two classifications: (1) you are "there" and (2) you aren't "there". If you are a shop proprietor or if you are doing a show, of course you are there. But, if you are an absentee shop owner or have a booth in a mall, you may not be there much of the time. Both methods present special challenges, but both can be very successful.

TALK TO YOUR CUSTOMERS

If you are there: You get a chance to talk to your customers. You have the opportunity to tell them about *Antique Improver* and what it can do.

But how do you begin? The little orange-colored fliers can help you here. This is why they were originally produced. Hand one to your customer and politely say: "May I give you some information about...?" Or, "I'm putting this flier in your sack, it tells

about..." And then you have your chance to go ahead and talk about *Improver* (and the other products). Better yet, if you have a piece you have used it on, you can *show* results.

And what do you say about *Antique Improver*? Well, chances are you won't have any problem there, you *know* how good it is. But it might take more than just your opinion to influence your customers to buy. A few points that usually impress potential customers:

- *Antique Improver* is an all-natural product (ingredients from plants, trees—things natural to wood). Contains positively no petrochemicals or other modern materials.

- ... based on old recipes—ingredients in use for hundreds of years.

- ... is not just for antiques, but for any wood in your home.

- ... is also great on metals: rusty
(see **YOUR WAY** on page 2)

Great Sales, Great Times!

Top 1993 dealer's sales reach fantastic total: 3,677 bottles of Kramer's Best.

In 1985, while on a 4-week vacation from his job selling X-ray equipment, Glenn Haynes and his wife Betty joined a motorhome caravan (21 rented German motorhomes) on a very eventful trip through Spain. In spite of a beginning fraught with hardships—mud, flat tires, no heat, no blankets—the experience became, as Betty puts it: "a glorious trip that caused us to decide that life was too short not to spend it having fun."

Back home, Glenn started nurturing his love for antiques. Betty pursued her writing interest and began submitting travel articles. In 1987 Glenn quit his job and they were able to begin "having fun" full time—with their own RV to simplify travel and add the comforts of home.

The only difficulty seemed to come with the necessity of attending auctions so frequently and the heavy lifting required to keep mall booths well stocked. So Glenn began to focus more on the *Kramer's Best Antique Improver* which he had been selling for some time from his mall booth in Greenwood, Missouri. He enlarged the display, added before/after samples and little hand-written notes

(see **GREAT SALES** on page 4)

In this issue...

Since this is a publication for the benefit of our dealers, and what dealers are most interested in is sales, this issue is being devoted to discussion of techniques and tools for achieving top sales of *Kramer's Best* products.

We have tried to include a wide range of information and suggestions with the hope that you can find something that will work for you.

If you have any questions, or if you would like more information about using or selling the products, do not hesitate to contact us.

Our success depends upon your success.

Your Way (continued from page one)

iron, tools, etc., or on painted metals such as toys and tins.

- . . . is easy and safe to use. Just wipe on/wipe off. No waiting for it to dry.
- . . . and, of course, your own personal stories of ways you have used it.

To be sure that you have information to share and answers to questions, it is very important that you re-read the *Book of Instructions and Uses* often. You will spot new ideas with each reading—ideas you can share with your customers . . . ideas that will lead to improved sales.

LET YOUR DISPLAY SELL FOR YOU

If you can't be there: You have a unique challenge. Your display has to do the selling for you. There are dealers doing this successfully and profitably.

First, the display must be prominent. A few bottles among the myriad of items common to malls and shops can easily be overlooked. Location and size of the display should make it readily noticed. Once you have the customer's attention, what they see must convince them that this is a product they want to purchase. Before/after samples are a must. Additional notes and signs add to that. Just put yourself in the customer's place, assume you have never seen the product before and take a look at the display. Would what you see explain the product to you? Have a friend or another dealer give their opinion. Ask the cashier or others working in the mall what questions customers ask about the products, then offer information in the display to cover those questions. Try your display awhile. If sales aren't what you feel they should be, change something or add something.

Any chance you get, talk to other dealers or mall personnel about the products. Show them pieces you have used it on.

It may take a little time to get started, but your perseverance will pay off and sales will increase. Satisfied customers will come back for more and they will send their friends.

Whatever your method of selling—one of the ones mentioned here or some we haven't even thought of—always remember that you are offering a unique and exceptional product. A product you can be proud of and sell with confidence.

POINTERS FOR PROFITS:

→WHAT IS YOUR GOAL? Is your goal to sell one bottle of *Kramer's Best* every day? Or one each week? Even if your goal is to sell only one a month, the important thing is that you do have a goal. Then work toward it. Any endeavor without a goal is like playing a game without keeping score . . . the excitement just isn't there and you soon lose interest. Challenge yourself—sales will increase and so will the fun.

→BROCHURES DISAPPEARING? It is very important that the book of "Instructions and Suggested Uses" is available for prospective customers to look at. They may want additional information before purchasing, and also will be impressed that the purchase includes such complete documentation. But, many times the brochure is taken—either by customers that do not understand that it must be purchased, or by those who ignore the fact. To avoid this, try adding a note or sign that says: "Book of Instructions & Uses—\$1.95. Free with purchase." If this doesn't work, try punching a hole in the upper left hand corner of one brochure, tie it to the display with a string, write "Sample" across the front with a felt pen. Place beside it a note saying that they can pick up their free brochure from the cashier at time of purchase. Another prominent note or sign saying that the orange fliers are "Free, please take one!" will satisfy those looking for information to take with them and consider later.

→STAMP YOUR BROCHURES AND FLIERS with your name, address, phone number. When your customers want to make additional purchases, they will know where to find you. But, if they are unable to get back to you and decide to place a mail order, we will credit your buying account with 20% of the amount of their purchase. This doesn't happen often, since most people prefer to make purchases in person. But, many times we receive orders on blank forms, and no one gets deserved credit. We want you to get credit for sales you generate.

→REFER OTHER DEALERS! Earn 12 FREE 8-oz. bottles of *Antique Improver* for each person referred by you, who becomes a Kramer's dealer. Be sure to let us know you have referred them (they may forget to mention it). We will send your bonus—shipping paid.

New Counter Card...

The counter card shown below, which lists some of the many ways to use *Antique Improver*, is now available.

It measures 5 1/2" x 11". Fasten it to a wall or display or use the enclosed easel back to stand it on a counter.

Request one with your next order and it will be included at no charge.

For use on...

- ✓ Antique Furniture
- ✓ Modern Furniture
- ✓ Paneling
- ✓ Woodwork
- ✓ Window Sills
- ✓ Kitchen Cabinets
- ✓ Bathroom Cabinets
- ✓ Floors
- ✓ Varnish Finishes
- ✓ Painted Finishes
- ✓ Shellac Finishes
- ✓ Oil Finishes
- ✓ Veneers & Inlays
- ✓ Raw or New Wood
- ✓ Stripped Wood
- ✓ Hot Tub Skirting
- ✓ Iron & Tin
- ✓ Antique Tins & Toys
- ✓ Tools & Guns
- ✓ Entry Doors
- ✓ Boats



...and much, much more!

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and other unique

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The World according to John Kramer

BY JOHN T. KRAMER
*Antiques Doctor & Apothecary
Traditional Wood Conservator*

[Editor's Note: John's philosophy of preservation and restoration is an integral part of the products. And his philosophies are, of course, not limited to antiques and wood (as those of you who have heard him speak well know). Hence this page is named as you see above. This page (and as much of the newsletter as necessary) is devoted not only to sales of Kramer's Best products, but to John's writings on matters of interest in many areas: conservation, preservation, restoration, or... (?) Send your questions. Share your problems and concerns as you work with antiques and with wood or in any area where John's knowledge and expertise may be of assistance. Others may also benefit from the answers. If there are subjects you would like to see discussed, let John know. If he doesn't already know the answers, he has exceptional resource materials available. We want to hear from you.]

Kramer's Best: A receipt for success.

Kramer's Best Antique Improver is a natural sale for every antique dealer. A small display near the sales counter with a little conversation can build a repeat and word-of-mouth business that can pay your rent. Getting people back into the store even one extra time a year is one more opportunity to sell them something else. An energetic sales program featuring *Antique Improver* can sell a lot of other merchandise—an excellent profit center for all dealers.

Selling the product in antique stores is the most obvious place. Antique dealers are considered the professionals of the industry. A mark of true professionalism is the free dissemination of information and your customers turn to you for advice. Your reputation is on the line. A truly professional-quality product like *Kramer's Best Antique Improver* is one to proudly and confidently recommend.

But, there are many more ways and places to sell the product; some have the potential of truly large sales. There are possibilities far beyond what I can discuss in this short article. Possibilities ranging from selling one bottle out of a handbag to developing service businesses using *Antique Improver* that could be packaged for franchising.

Kramer's Best Antique Improver is the one and only, first original, certified genuine *Antique Improver* in the world. It was developed to be a product best sold by creative business people—people who can think for themselves—to build a business unique to their talents and lifestyle.

The product, of course, is doing well for me. But we still have a long way to go, and lots of room to grow. There stands the potential for a good number of people to enjoy a comfortable living through its use and sale. There is room for people who want to get in on the ground floor of something and build a real future.

Kramer's Best Antique Improver is an ideal product from every measure. It's sales can only increase, no matter what happens with the economy. It is as depression proof as a product can get. It is a consumable product, so you get repeat business. It works far better than anything else. Because of what it is, and the way it must be made, *Kramer's Best Antique Improver* will never be available in mass-market quantities for the discount stores. If they choose to buy some, it will be on the same terms that you buy.

The product is so good for so many things, it is sometimes hard to see the tree as a unique entity within the forest. The best way for you to sell the product is by focusing

on some way you may have used the product, and from that, discover a market group to which you can focus on selling the product or in developing a unique business. The more you use the product, the more opportunities will reveal themselves.

Glenn Haynes has developed the idea of selling the product through antique malls and profits from the sales in a goodly number of fine locations. It is a concept that requires continual development to maximize profits within locations and identifying the best locations. Marian has developed profitable locations and is working toward a method of standardization for setting locations, along with remote management techniques. Their good work can be duplicated, and improved upon, with a big country just waiting out there.

But what is your personal receipt for success? If you've ever used *Antique Improver* on cupboards or paneling you know how well it works. Consider the profits in growing a wood treatment specialty service with the acres of wood in all the fine homes in your local area under service contract to you. Perhaps you'd prefer servicing the acres of paneling and woodwork in high-rent office buildings. Or, perhaps your service would rather take care of boats at fine marinas so you can live near the ocean. Maybe you're a roller coaster buff and you are the one to preserve the wood under those rickety wood coasters.

The precedent for knowing these kinds of services will sell? All the maid and janitorial services, carpet cleaning, upholstery cleaning, chimney sweeping, lawn care, tree trimming, duct cleaning, rotary drain cleaning and other prospering service businesses out there. The well-managed and developed ones do quite well. The university and think-tank studies report the future for growth business is in the service sector.

Shows are another option. Shows are lots of fun, and lots of work. Marian has turned shows into a science and has really learned how to make them work. Pam Curtis, an area homemaker, has been coming right along and her sales are growing. The Goldens, new dealers in Arizona who are well established doing antique shows with another product, have added *Kramer's Best* to their line and are enjoying great success. It takes some time, and lots of effort, but if you'd like to do shows, there are lots of shows to do. There are many Antique Shows and Flea Markets and some of them are very good. We've also enjoyed good success at Craft Shows, Wood Shows, Horse Shows, Gun Shows, Boat Shows, Hot Tub Shows, Street Fairs, &c.

There have been discussions about relabeling and selling the product as an auto detailing solution and as a gunstock preservative for the shooting sports—particularly antique weapons collectors. It is currently available as a private-label product for rust removal and prevention to the machine tool industry. I am open to discussion of your ideas and am willing to execute letters of agreement, gentleperson to gentleperson. I can grant limited exclusive rights to specialized segments of business.

There are many more markets that need *Antique Improver* than I could cover in an article ten times as long.

(see RECEIPT on page 4)

Receipt *(cont. from page 3)*

You know the markets of opportunity within your grasp. Reach out and take the money as you develop your own business.

These products were developed and the marketing designed to empower people to earn a good living based on their individual effort and achievement. I am only one person, Marian another, Glenn and my other dealers each one more. The product has grown by one person telling another. The markets are many and varied—I cannot connect with them all. I need other people to make the connection and reap the profits.

We work closely with our dealers and try to provide as many sales aids as time, good ideas, and finances allow. Many of our best sales aids are the result of our dealer's ideas.

We offer a product with more customer information than anything else available. We are personally available to all our customers and dealers for any questions they may have.

Go ahead and let yourself get excited. This product is well worth getting excited about. You, too, can enjoy a nice slice—equal to your appetite—of this very large pie.

The most successful people are those who see, and then seize, an opportunity to do something a little different. Your success will require a lot of hard work—but the reward is great. What you build will be yours. Yours to keep, pass on, or sell.

Creative thought and a little money, combined with a lot of work, can be *your* best receipt for success.

John T. Kramer

IT WORKS!

If you **USE** *Antique Improver*, you can't help but talk about *Antique Improver*.

If you **TALK** about *Antique Improver* you will sell *Antique Improver*.

If you **SELL** *Antique Improver*, customers come back for more (and you get another chance to sell them something else).

They then tell their friends who come to buy *Antique Improver* and often leave with much more, to return yet again . . .

It all starts with **USING** *Antique Improver*.

The success of our top dealers is because they

USE the product,
TALK ABOUT the product,
SELL the product!

We get letters...

"... what a wonderful product! I love your *Antique Improver*! I bought the 8-oz. bottle in Davenport, Iowa, at an antique show. My wood furniture has a rich glow and it's all because of this wonderful magic invention! . . . I've got a lot of wood pieces and I need more! I don't want to be without it. . . ." DECATUR, IL

"... We need two gallons to finish the floors in our log home." MIDDLEBURG, OH

"This is a fantastic product! It really worked wonders on my mother's bedroom furniture (70 plus years old!). . . ." SOUTH MILWAUKEE, WI

"After my return to Germany I ran out of your wonderful *Antique Improver* that I used and bought while living in the USA for some years. Could you please send me a pint or so? I will gladly pay for the overseas charges. . . ." KREUZAU, GERMANY

"I am an antique & collectible dealer in Pennsylvania. I bought a bottle of your *Antique Improver* and have used it on several pieces. I'm excited about the results. Would you be interested in expanding your market to Pennsylvania? . . ." UPPER DARBY, PA

"My wife & I are living in S.W. Turkey—been here a year and hoping to stay one more before returning to the U.S. of A. We're renting an old stone house + "studio" on a citrus farm (+cows) outside a village. We're working away at figures as we do — My basic plan is to leave the carvings unfinished until returning, then use your *Antique Improver* on the pieces I've done here. I'm somewhat concerned about the natural process of darkening as the finished pieces set around with no oil or finish on the surface. . . . What do you think about shipping 8 oz. of *Antique Improver* to Turkey—price & possibility? I'm open to your suggestions. . . ." BODRUM, MUGLA/TURKEY

Great Sales *(continued from page one)*

telling how he had used the products. He expanded into more malls, stocking his booths with a few antiques but mainly with *Kramer's Best* products and other consumer supplies.

In 1991 Glenn's sales totaled 77 bottles. The 1992 total: 1,658 bottles. Grand total for 1993 came to an amazing 3,677 bottles. This total is a mix of 8-oz, quart and gallon bottles of *Antique Improver*, *Blemish Clarifier* (8-oz. bottles) and *Wood Food Oyl*. Also included in that number are 84 free 8-oz. bottles of *Improver* which Glenn earned by new-dealer referral.

Booths in 21 malls reaching from Olathe, Kansas, to Branson, Missouri, give the Haynes a chance to travel with purpose and have fun at the same time. They have also been doing shows in Kansas City and in September joined the "White Cloud" mania by setting up in a space at nearby Sparks, Kansas.

Glenn does attribute much of his mall sales success to prominent displays of the products, but feels that the before/after samples—pieces half restored using *Kramer's Best*, the other half untreated—have much impact on prospective customers. His hand-written, signed notes which tell what was done to each piece, also help to personalize the display and let the customer feel they will be purchasing from a real person—not some impersonal, distant, big-business conglomerate.

After many years as a "super salesman," Glenn uses those skills naturally to talk about the products every chance he gets. When he goes into a new mall, he gives a bottle of *Improver* to the proprietor, explains its use, and gets them started using it. They are then willing and anxious to answer questions and tell customers about the great results they have achieved. He also strikes up conversations with other dealers any time he is in the mall. And these conversations have led not only to sales of the products, but also to new-dealer referrals which have netted Glenn the 84 free 8-oz. bottles of *Improver* (12 for each person he referred who became a dealer).

In short, Glenn never stops talking about the products he sells. And so that the talking can proceed, even if he is not there, his next step has been video presentation. He has worked with John to film a video of John describing use of *Kramer's Best* products. The 3-minute repeating segments can run continuously in a mall booth or at a show. Glenn expects to greatly increase the percentage of "lookers" who turn into "buyers" with the video.

Using life-learned skills creatively has enabled Glenn and Betty to gain financially in new and exciting ways. But most important, the Haynes have achieved the goal for their life together—to "spend it having fun."