

"Just a few things I've picked up along the way and would like to share with you"! by: Paul Ginther

STORIES FROM THE ROAD: Brad Scholl of Mr. Movies

“Screen Stars discovered in Clive, Iowa”

“How is it one store can sell 30 bottles of Screen Kleen in one Day?” Paul asked me and I said, *“Good question, we use the fish philosophy.”* Being from the land of ten thousand lakes, I figured he’d know what I was talking about. He didn’t. So, I invited Paul Ginther of Screen Kleen to come down and find out for himself.



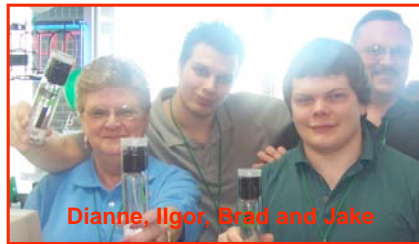
Brad Scholl - Store Manager

“Sounds like a good sales story, this I gotta hear.” So, Paul and his wife drove 345 miles from Bloomington, MN just to get our story. He came thru the door, walked directly to the counter, looked me in the eye, and said, *“O.K., I’m here... tell me... how did this store sell thirty bottles of Screen Kleen in one day and over 90 in the past two months?”*

“Dianne, come here. Tell this guy how we sell so much Screen Kleen.” Dianne is special. She has the unique talent of separating customers from the contents of their wallets. Dianne picked up a bottle of Screen Kleen and told Paul, *“You’ve got a great product, it doesn’t just clean wide screens... look.”* Dianne took off her diamond and started polishing it, then took off her glasses and did the same. *“It lifts fingerprints from DVDs and CDs and stops skipping. Feel this cloth, Paul”* Paul interrupted, *“I know it’s a great cloth but how did you sell thirty in one day?”* *“It’s easy”* she said, *“we do it four ways”.*

“First, know the story. We have enough product knowledge to sell anybody. Brad pulled everything he could off of your web site, printed it for us so we could study it, and hand it out. Everybody knows the story.”

“Second, we have Screen Kleen within reach. It’s on the counter next to the checkout. It’s easy to grab a bottle or a brochure and hand it to a customer. Then we ask them, *“What are you using to clean your wide screen?”*



Dianne, Igor, Brad and Jake

“Third, we have a good time. Customers love it here, especially when Brad and I get at each other. I tell our people to have a good time at work. *If you’re not having any fun, you should probably be working somewhere else.”*

“Yeah, but how did you sell 30 Screen Kleen in one day?” *“That’s the fourth way,”* Dianne told Paul. *“We had a surprise one-day contest. We cut up strips of paper and put them in envelopes. Each strip had a prize printed on it. Then we hung the envelopes from the ceiling behind the counter.”*

“When customers saw the envelopes hanging from the ceiling they’d get involved and ask what’s going on.” *We’d explain that each time we taught a customer how to use Screen Kleen and sold them a bottle, we got to pull one of the envelopes down and win a prize. We might win a PV... a candy bar... a free pop or just maybe a \$20 bill.”*

So that’s the story, except for one thing. Paul said he was going to write this story on the way back home. I’m not sure how he was planning on doing that ...Dianne has his pen.



Brad Scholl

As I headed to the counter in Clive, I felt like I was walking into the middle of a “Cheers” sitcom. Everyone knew everyone’s name. Customers and salespeople were talking and having fun. The store was dripping with energy! Then I heard a young man (Igor) preaching the good news about Screen Kleen to a young lady. With a big smile she said, *“Igor, I love Mr. Movies Screen Kleen but, you sold me one two weeks ago.”* Without missing a beat, Igor replied, *“Then you know, you can’t have too many, buy another .. keep it in your purse.”*



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As we left, the *fish-phi-losophy* that Brad had referred to.. hit me. It was created by a group of employees at a store in Seattle, WA, called the Fish Mongers. The Fish Mongers turned buying Cod, Halibut, and Salmon into a wild, exciting and fun retail circus. Brad, Dianne, Igor and Jake were doing the exact same thing. **THANKS...I’m hooked!**