

# Kramer's Best Antique Improver DEALER NEWS

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## How's Business?

Many of our dealers report that it's "been kind of slow lately". In fact, most involved in retail sales express the same complaint. And sales of *Kramer's Best* are no exception. Though there continue to be a lot of very happy "Kramerizers" out there — both long-satisfied customers, and new ones who have only recently heard about the product — sales definitely are not climbing as in past years. We would, of course, like to change that.

## What can we do?

This fresh new year brings hope for new and better things ahead. We all need to work together to make that happen. We have been considering ways we can help. This newsletter tells you about two things we have come up with. Let us know what you think.



It is wonderful stuff!

**HELP YOU BUY?** Obviously, if you aren't selling as you would like to be, then buying merchandise and supplies becomes more difficult. If we could announce a price cut, or a big sale, that would definitely be helpful — to you — but it just wouldn't work for us.

So what we've come up with is to make a change in the requirements of the minimum order *for established dealers*. We must still maintain the size of the order, but until further notice we will accept "mixed" orders. As you know, we have always been strict about the fact that the minimum order must be 24 8-oz. bottles of *Antique Improver*.

To make wholesale pricing possible, we must still work within total quantity amounts, but not allowing orders to be mixed has been mainly for the protection of our dealers.

Example: A lady called inquiring about wholesale purchasing. She wasn't even shy about telling us that she and some of her friends who all used *Antique Improver* decided they would use her husband's tax number and save some money by buying wholesale. When we told her how much she would have to buy of the one product, she actually said, "Oh, well, we will just keep going to (her dealer) to get it." This was not an unusual call, though most times they aren't as open about their intent.

We want to continue to protect our dealers, but we hope that relaxing the buying requirements for established dealers will be helpful. [These changes do not apply to new dealers placing their first order.]

### THE NEW REQUIREMENTS:

• Orders may be mixed. However, **total dollar amount of the minimum order must equal at least the same** as for the previous minimum order of 24 8-oz. *Antique Improver* (\$239.52).

AND

• **Products/sizes ordered must be in full cases.**

In other words, an order can consist of one case 8-oz. (12 bottles) *Antique Improver* AND (continued on next page)

**HELP YOU SELL?** The challenge in selling our products has always been to convince prospective customers just how good they really are. The problem is that folks have been disappointed so many times by other product false promises that they are skeptical when we try to explain that THIS ONE REALLY DOES WORK.



To help with this we have created the "Kramer's WOW Book". It is a notebook made up of photos and explanations of "Kramerized" pieces. You can produce your own "WOW!" Book. Just print the pages on a color printer and follow assembly instructions provided. The pages for this book are available on our web site on the "PDF Files" page. The "Instructions" file is there also. [Note: Most office supply stores or quick printers will be able to produce the pages for you if you need assistance.]

These pages explain (and *show* with photos) some of the amazing results achieved using *Kramer's*. Use the book as part of your display, or have it handy for presentation in your shop or at a show. Pictures are worth a thousand words.

In addition to the pages provided in the "WOW! Book" file, there are more stories and photos of using *Kramer's* on the "Letters With Pictures" web page. These pages will also print in the standard letter format to add to your book. AND, on the "Newsletters" page you will find past issues you can also use. [See next page].

We are very proud of the fact that we know of no other product that furnishes as much information about what the product can do and how to use it. If you take advantage of this sales tool, we know your customers will be impressed.



## HELP YOU BUY? (continued)

one case 8-oz. (12) *Blemish Clarifier*.

OR, one case 8-oz. *Antique Improver* AND 1 case 16-oz. *Antique Improver*

OR, one case quarts *Antique Improver* (since that dollar amount would exceed the minimum order dollar amount).

**Orders of one case (12 bottles) of 16-oz. *Antique Improver* will be accepted**, even though the price total falls a few dollars under the \$239.52 order minimum. This is the only exception.

We repeat — THESE EXCEPTIONS to our long-standing purchasing guidelines apply **ONLY to established dealers**. Previous requirements still apply for new dealers ordering for the first time.

As in the past, **when your order meets the “minimum” requirement, you can then add any quantity of any of the other sizes or products** — you don't have to order complete cases of those additional items.

We know this may be confusing and if you have any questions give us a call. We want to work with our dealers. As we've said many times, “Our success depends upon your success. We want you to be successful!”

## More pages for your ‘Kramer’s WOW! Book’...

There are 14 pages provided in the file for the new “WOW! Book”, however, there are also more pages available.

Have you seen the new “LETTERS WITH PICTURES” page on our Web Site? These are testimonials and reports from customers so pleased with the results achieved using *Kramer’s* that they shared photos with us along with their stories.

Each of the pages that opens up when you “click” on the image, is in a standard letter-size format that will print as a page to fit in your book.

In addition, go to the “NEWSLETTERS” page. These newsletters — especially the last three — have impressive letters and photos we've received. These can also be printed on your color printer and added to your book.



If you make these materials available to your customers, they cannot help but be impressed.

And, remember, the very best way to “slow down” customers so they will take a really good look at your display is to have one or two pieces of very noticeable “flash” — before/after pieces — pieces like those shown in the book that have part “Kramerized” and the rest in “found” condition. The more dramatic the piece, the more attention it will attract. Once the customer stops to see “what did that?”, they will look at the rest of your display, AND your “WOW! Book”.

We wish we didn't have to work so hard to make folks realize how great *Kramer’s* is, but once they do, we know they will be back for more . . . and they will tell others. Word-of-mouth — it really does work!



**Even if you don't intend to print and use the book, take a look at it anyway.**

**You may learn new ways of using the products. After all these years, it is still not unusual for us to hear from a customer about an application we had never considered.**

**As our customers say: “This is amazing stuff!”**

## SEND US YOUR PHOTOS!

IF YOU HAVE a *Kramerizing* project showing dramatic results, take pictures! And don't forget the “befores” — too many times folks tell us “I wish I had taken a picture *before* I worked on it!”

Then send us the pictures and a story about the process — we will create a page to add to the “Letters With Pictures”.

If you so choose, we will include your shop information. It might lead to an opportunity for you to tell your customers, in person, how well the products work — and, maybe make a sale.

## Do we know your ‘Location of Sales’?

Calls from prospective customers who are looking for a *Kramer’s* dealer in their area are frequent. Keeping a current listing of those locations is a real challenge.

We never give out your shipping name, address or phone number. You may have shipments go to your home or another more convenient location and you don't want customers knocking on your door.

The only information we give out is what you furnished to us on the “RETAIL LOCATION FORM” included with your initial order. *...contact us*

You may be missing sales if you have not sent us that form, or if your retail location has changed. *if you are unsure of your listing status.*

Please contact us if you are unsure of your listing status. If you need another form, you can print it from the file on the PDF Files page of our web site.

As well as having the information available for customers who contact us, each time you order we use this information to list your shop name, city, state, zip code and phone number on the blog on our “Find-A-Dealer” web page

We try to direct customers to retail locations whenever possible. We know they would like to avoid S&H costs, but many times their greatest concern is to find the product quickly because they are in the middle of a project.

In addition to making a sale of *Kramer’s*, any time you can get a customer into your store there is the likelihood that they will find other things to buy. More sales — that's always a good thing!

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