



Retailer to Retailer - March 15, 2017 - Member Edition



URA is in the NEWS!



URA has a wide variety of member benefits that can save you money and help YOUR business!

Thank you Made To Measure!

URA was interviewed for the recent issue of Made to Measure, the Uniform Magazine concerning the future of trade associations. What's the value of belonging to an association these days? Are trade groups even relevant anymore? Are they providing enough ROI to attract and retain members?

A clear goal of the URA: to better position the independent retailer for success within the health apparel market segment. In an of-the-people-for-the-people approach, membership in the Uniform Retailers Association is reserved exclusively for the independent uniform retailer.

[Read article](#)

[URA Chat](#)

Go For the Gold with Email Marketing

[Resource Guide](#)

February 21, 2017 published in Independent Retailer

[Constant Contact](#)

By Lisbeth Calendrino

It's only an illusion that the grass is greener on the other side of the fence. Relationship building is key to the success of any business, and the relationships you need to focus on are the ones you already have. Just think about that for a minute. Businesses work hard and spend considerable funds searching for new customers, and yet few work hard to keep the customers they have.

Salespeople spend time building relationships to close the sale and then about forget the buyer. Everyone has good intentions during the sale, but then what happens? Sold customers are the most valuable assets a company has.

Industry News

Do you have industry news you want to share?

Email it to

URA@UniformRetailers.org.

Stay in touch with them so they remember who you are. Staying in touch doesn't mean you're being pushy. E-mails and notes to your customers should be helpful and friendly. If you stay in touch, when the customer needs something she will call you or tell her friends.

Sold customers can help you get new business and build your brand. If they remember you and have a good impression of you, it's more likely they will tell a friend why they should buy from you. This is also known as 'word of mouth' marketing. Studies show that 90% or more of business comes from these kinds of referrals. To be effective, customers need to know what to say. Sending email messages to your sold customers provides that message in a subtle way.



If you show your gratitude, you will stand out. Treat your customers as valued friends. Unless you breach your friendship, it will be a long-term relationship. Why not send a note to twenty or thirty of your customers telling them how much you value their business? When was the last time you got a personal note from a salesperson? Salespeople are often told to send thank you notes after the sale, and that's the last time the customer hears from them. Be a standout. If your customers feel valued, they will always want to help out.



So, how can you capture your customers' e-mails and build your e-mail marketing database? An easy way is to offer to e-mail their receipts. Many retailers including Home Depot®, Kohl's® and Office Depot® use this method to build their database. Other ways to build your customer database include: Asking for testimonials to share or conducting a survey; offer a small gift for completing the survey and request contact info to send the gift. Once you have your email list – go for the gold! Use it to communicate events, new products, and sales in addition to the occasional personalized message.

Start Planning Now for the 2017 URA Trade Show

Uniform Retailers Association
1100-H Brandywine Blvd.
Zanesville, OH 43701
(866) 775-0080 or
(740) 452-4541

www.UniformRetailers.org

11th Annual Trade Show October 30 – November 1, 2017

Music City Center
Nashville TN



Now is the time to start planning for the 2017 URA Trade Show! Here are some show highlights:

- **The Grand Ole Opry** -Plan now to enjoy one of the most iconic Nashville experiences with your fellow URA members – the Grand Ole Opry! The Grand Ole Opry is a live radio show that features performances from a different set of country singers each show. The shows are presented in front of a live audience, and Opry broadcasts can be heard on WSM-AM on Tuesday, Thursday, Friday and Saturday evenings, on Willie's Roadhouse on SiriusXM Channel 59 on Friday and Saturday nights and online at www.opry.com. URA has secured discounted tickets for this amazing event!

Saturday, October 28, 2017

Showtime: 7:00 PM

Seats will be in Tier 2

The Grand Ole Opry is approximately 11 miles from the Omni Nashville Hotel (host hotel)

Ticket price will be discounted.

- **Crazy Town** - The interior of the bar is eclectic, fun & funky! It contains walls of 5 reclaimed barns, antique signs, enormous hanging guitars, handmade chandeliers and even a Barber's Chair used to take shots &

pictures!

Monday, October 30, 2017

- **George Jones Museum** - Experience the history and see George Jones memorabilia up close and personal. Not only will you see the history of one of kings of country music but also experience some great drinks at the longest bar in Nashville with incredible views of the Cumberland River and Nissan Stadium.

Sunday, October 29, 2017

- URA Trade Show - This is the reason you're coming to Tennessee! This is your chance to meet with manufacturers and see everything that is new for the industry in 2017.

Monday - Wednesday, October 30 - November 1, 2017

Make your travel and hotel plans NOW! You can find hotel reservation information for our headquarters hotel [here](#).

Omni Nashville Hotel

Headquarters Hotel
250 5th Ave. S
Nashville, TN 37203

See you there!

Save on Items You Already Buy

Are you making the most of your URA membership? URA members receive discounts to both Staples and Best Buy! This free benefit through UNA Group Purchasing will saves members money on things they already buy!

You can find more information at [STAPLES](#) and [BEST BUY!](#)



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