

# Add These Three Best Practices to Your Toolbox

The hand and power tool categories are experiencing a surge, as new products are being developed, integrating technological advancements that are changing job sites across the country.

To adapt to these changes and to nurture a strong hand and power tool category, *Hardware Retailing* spoke with retailers to identify their hand and power tool best practices. Adding these best practices in your operation is important so you can grow sales and also strengthen relationships with both DIY and professional customers.



## Applied to Retail:

Evaluate your current hand and power tool category and determine if there is room for improvement by applying these best practices. If you receive feedback from customers that they would like more hands-on interaction with the tools or wish you offered additional products, share that with upper management. For example, create a form you complete and pass on to the department's buyer or manager when more than three customers request the same product.

## How to Sell:

With product changes, such as lithium batteries and the integration of Bluetooth, ensure you are up-to-date with all of the products. Use manufacturer-training materials, online reviews and any vendor demonstrations to ensure you are armed with all of the knowledge needed to assist customers, especially professionals.

### 1 EVENTS

Hosting events around the hand and power tool categories, be it educational events or vendor demonstrations is an important best practice. When interacting with customers, gauge how interested they would be in these events. Do DIYers want to get more comfortable with power tools? Do professionals wish they could interact with vendor representatives?

### 2 MERCHANDISING

Retailers' identified that their power tool sections are categorized by brand, since most customers, specifically pros, are loyal to certain power tool manufacturers. However, hand tools tend to be grouped by product type.

### 3 STAY RELEVANT

While it is up to the buyer to find the latest and greatest tools, it is up to the sales staff to stay educated on new advancements and product upgrades.