



Increased sales



No compromise on security

The Appliance Shed increased sales of cameras, greatly improved customer interaction and satisfaction by installing a Pro-link and PowerPro electronic line alarm system.



Founded on a unique formula and developed by business partners Dave McNeill and Mark Campbell eight years ago, the Appliance Shed is a leading player in the highly competitive electrical goods market. Selling firsts and factory-guaranteed seconds of branded appliances at discount prices, and keeping overheads low, the company's points of difference created new buying options in the market that have brought growth and expansion. Three large retail premises operate in Manukau, Glenfield and Henderson.

The Challenge

Since business began, the buying public responded positively to these points of difference, but there was one area of the business that had never reflected the sales success of other products – cameras. "We have sold them from the beginning," says Dave, "but we just weren't very good at it." He was in no doubt about the reason why. Because of the extremely high risk of theft, cameras had always been displayed in locked glass cabinets. Potential customers had to ask an assistant to open the cabinet if they wanted to view camera stock.

"It was intimidating," says Dave. "Customers would be put off, first of all by having to ask a staff member to open the cabinet, and then by having someone standing close by with a set of keys while they tried to make a choice."

Having studied the psychology of selling, Dave knew this poor buying experience was the reason sales were low.

"We needed to get those cameras into our customers' hands so they could touch them, hold them and try out all the features. Only then would they make an association to ownership, which is crucial for a successful sale," says Dave.

The challenge was to provide total accessibility while still protecting expensive stock from theft. Dave had seen 'live' security systems in other stores – he now wanted to find a system and a supplier that would be a perfect fit for the new Manukau store that was under development.



The Solution

Dave was directed to Leading Solutions by retail design specialist John MacDonald of Design Environments, a long-standing supplier to the Appliance Shed. Leading Solutions worked closely with Dave to ensure a recommended system would meet all his requirements – in particular, the need to be user-friendly and ‘powered-up’ so customers could experience using the cameras ‘live’.

The solution recommended was a powered display system from US-based Protex International Corp. The system would consist of ProLink Command modules with Powerpro satellite units and components to display up to 32 cameras.

This robust system allows customers to pick up the cameras, which are attached by sensor cables to individual base units linked into a security alarm system. The cameras have power and operate exactly as they would in a non-secure situation. However, if a user tries to cut the lead or remove the camera from the base, an alarm is set off instantly in the store.

Implementation was a team effort with Leading Solutions working alongside John MacDonald, who designed the purpose-built cabinetry, and Gartshore Shopfitters – another regular Appliance Shed supplier – who fitted it. Leading Solutions installed the system hardware, offered training to the sales team and provided regular follow-up customer care.

The Result

The security display system has brought exactly the result Dave wanted – a ‘significant’ increase in camera sales with no losses through theft. “Customers now have total accessibility to the product – they can touch it, feel it, take photos, look through the menu,” says Dave. Staff can upsell more easily because customers can actually see the differences between multiple models for themselves – and there is no compromise on security.

Dave has strong praise for Leading Solutions. “They were fantastic, they really knew their products and were very open about the benefits and drawbacks of different systems. They took our needs onboard and I felt confident of what they were telling me.”

The Manukau store opened with the system in place and now, as testament to the store’s satisfaction with Leading Solutions, further installations are planned at Glenfield and Henderson.

The solution

POWERPRO & PRO-LINK PROTEX SYSTEMS

In summary...

Displaying cameras in locked glass cabinets was stifling sales at the Appliance Shed. They encouraged potential customers to ‘window shop’ rather than buy. Moving to a Leading Solutions ‘live’ camera display system with security and power has brought the increased sales Dave wanted.



“This system has definitely given us a higher strike rate with customers who want to buy a camera. I would definitely recommend it – and Leading Solutions. This company operates on good old-fashioned service. Dealing with them was a pleasure, from start to finish and nothing was a problem.”

