

Build Your Business on PERSONAL SERVICE

A customer enters a dealer's shop and hands a "D & P" receipt to the assistant. She hands over a print wallet and takes the money. The customer leaves. Time taken: less than one minute. The assistant was pleasant and efficient, and the customer has what he paid for. It was all very impersonal, of course, but that's the way of the world today. With the growth of self-service, drive-in and even mail-order, retailing is becoming more impersonal. The customer accepts this. **Or does he?**

The one that got away

What happens if the photographs he took "didn't come out"? It may have been his first roll of film. He is hardly likely to enthuse about the fun of picture-taking. Instead, he'll probably give it up altogether and a potential good customer will have been lost.

Fortunately, in photo retailing, it is possible to give personal service. If it is your customer who experiences trouble, obtains unsatisfactory results, needs advice about equipment, flashbulbs, film types or which of his pictures can be enlarged, duplicated, etc., he gets advice from you. **Or does he?**

Advice required

When pictures fail to turn out — whether the customer blames himself, the film or the photo-finisher — the important thing is that he has spent money for which he has nothing in return. This is where you come in.

Whenever possible, look through a customer's prints with him when he calls to collect. If any pictures are unsatisfactory, try to ascertain the cause. But simply telling a customer that a picture

is "out of focus" or "underexposed" may not mean much to a casual snapshotter, so give advice that will help him to avoid the same trouble next time.

Find the cause

Find out what sort of camera the customer has. Out of focus results may be caused by approaching too close with a simple camera, or failing to focus correctly with an adjustable model. If there are blank frames, they may be flash failures. If so, perhaps the batteries need cleaning or renewing. The customer may have tried to take pictures where there was insufficient light, and therefore needs advice. If you think the camera could be at fault, suggest having it checked. Dealers can send Kodak cameras to the Customer Equipment Services Department of the Kodak branch serving their area.

Salesmanship

Sometimes a customer will tell you his pictures are taken with a borrowed camera, or a very old box camera. This is your chance to suggest he either buys a camera of his own, or gets up-to-date with a modern Kodak Instamatic camera.

This is salesmanship. But it is more than this; it is providing a personal service to the customer; and it is personal service that will ensure the growth of your business.

THE LITTLE LEAFLETS WITH THE **BIG** MESSAGE

Illustrated are some Kodak processing inserts which are included in completed photo-finishing orders despatched from our processing laboratories. A great many of these leaflets are distributed throughout the year, and they carry a great variety of messages. There are leaflets to introduce new goods and services—such as Kodacolor-X film, size 126, in 20-exposure cartridges, and Kodachrome Enlargements up to 11 x 14 inches. There are leaflets suggesting useful accessories—such as Kodak Projection Screens. And there are leaflets which tie-in with our advertising campaigns.

You hear a lot about our press and television advertising. It is regularly featured in Kodak Dealer News. But the praises of the processing insert go largely unsung. Nevertheless, processing inserts are an important part

of our advertising programme. We know they reach the right people—those customers already interested in picture-taking—and they reach them at the right time, just as they examine their latest results.

Tie-in with Kodak processing inserts in your in-store displays. Kodak representatives have details of those currently in use, or take a peep in a few completed photo-finishing orders. You'll know what we're telling your customers, and which goods and services you should promote.

These little leaflets carry a big message—and they sell more picture-taking.

THE SYMBOL OF QUALITY



COLOR FINISHING ENQUIRIES

If you have a query concerning a completed Color Finishing order, and wish to refer it to the Color Services Laboratory, this is the system we would like you to follow:

1. Enclose the complete order, with the original Color Finishing envelope and full details of the enquiry, in a new Color Finishing Envelope.
2. Write "ENQUIRY" in the contents section of the new Color Finishing Envelope.
3. Send the enquiry direct to the Color Services Laboratory, as with new work. Please **do not** send enquiries to your Kodak Branch.

The above system ensures that an enquiry is recognised as such immediately it is received, and that all relevant information about the original order is available. Thus the enquiry can receive prompt attention and be returned quickly, with the minimum of inconvenience to your customer.



The new Kodak Photo-Finishing Services price list for 1969 distributed earlier this year, depicted a new style wallet. This new style wallet is now in use for Kodacolor photo-finishing orders despatched from our Color Services Laboratories in both Melbourne and Sydney.

The design features an emblem based on the imprint which appears on the back of all Kodak Color Prints and is the new symbol by which your customers can recognise the Kodak Quality Color Finishing Service. It appears on the window "shield" sticker as well as in our advertising, both press and television.

A facsimile of the new Kodacolor wallet appears on a new photo-finishing showcard now being prepared, and due for distribution in May.

More and more, strong press and television advertising is encouraging people to seek the Kodak service for quality photo-finishing. Make sure they see the Kodak symbol of quality in your window and in-store display—and on the wallets in which they receive their finished prints.

KODAK (Australasia) PTY. LTD.
Branches in all States