



New book offers sales tips

Laurel Tielis suggests earning 'karma credit'

Clint Engel -- Furniture Today, February 10, 2010

SAN FRANCISCO — Former reporter and columnist Laurel Tielis has a new book out offering innovative, inexpensive and often easy ideas retailers can implement to bring in more business.

While "Ka-Ching! How to Ring Up More Sales," is limited in its furniture references, Tielis has spent time with both small and high-profile retailers to pull together ideas that stores can use to boost sales and their standing with customers.

The book - [available on Amazon.com for \\$14.99](#) and as an ebook at [Powell's Books for \\$8.87](#), is purposely brief (104 pages) for busy store owners, Tielis said. But she packs it with anecdotes and suggestions on money-making ways to connect to consumer, often by thinking a bit outside the box.

Among the subjects covered is how a retailer can earn what Tielis called "karma credit," a social or community service idea that several in the furniture industry already embrace.

"By karma credit, I'm referring to doing well by doing good," Tielis told Furniture/Today. "You can get it in retail by taking product to senior centers or assisted living communities, so the frail elderly don't have to come to your store."

In furniture, karma credit comes, for instance, by donating goods to places that have been hit by disasters. Retailers also can hold in-store events and donate a percentage of profits to a cause or charity, she said.

Among the retailers discussed in "Ka-Ching!" are ice cream king Ben & Jerry's, which Tielis said "has always



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Laurel is a great writer. She makes it so easy to understand sales, PR, and other marketing must-do's. I can't wait to read this book. Although I'm not a retailer, I know there are going to be tips I can apply to my business, too.

Alison Covarrubias - 2010-03-18 14:57:53 EDT

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