

EXPERIENTIAL RETAILING IN ACTION

Why We Invited Gayle

Gayle just gets it. She understands the struggle of independent supermarkets, as her store competes against Walmart and Barnes & Noble, as well as internet giant Amazon.com. She understands that ultimately, the price of her books is never going to be her competitive advantage and she has found a deeper way to drive sales: relating to customers, employees, and the community in ways that would be impossible for big box retailers. She understands her customers and she understands the unique contribution that Changing Hands can make. It's no wonder the American Booksellers Association asked her to be their President.

Selfishly, we invited Gayle because we wanted to learn from her. How did Gayle create such a powerful and unique brand in our little city? How did she go from the perfect downtown location to a strip mall, and end up being more of a genuine meeting place than ever? How does one small bookstore feature guest speakers from Hillary Clinton to Alice Cooper? How did she develop such a sincere, unique voice in her email marketing? And what wisdom can she share with attendees about our unique industry?

10

Things You Just Did by Shopping at Your Local Independent Bookseller

1. You kept dollars in our economy
2. You embraced what makes us unique
3. You created local jobs
4. You helped the environment
5. You nurtured our community
6. You conserved your tax dollars
7. You created more variety and choice
8. You benefited from our expertise
9. You invested in entrepreneurship
10. You made us a destination





changing hands

Archetype:



THE MOTHER

Why Did We Choose Changing Hands?

To us, Changing Hands is the spiritual hub of Tempe. It's a place where the community gathers and connects to one another. People meet to work on their Spanish speaking skills, to learn about wines, to tell their stories to each other. Of course, in all of this meeting, people also come to buy great books, in a comfortable, well-designed retail space. We believe the strength of this business is in the clarity of purpose with which Gayle and her partners seem to address each decision. That's the way a company (that is, a brand) takes a stand, and defines their story. Your stand (and your story) may be completely different than what Changing Hands stands for; but there is always something of value to learn from seeing any brand stay true to its purpose.

What Changing Hands Stands For:

Building community through an uncompromising dedication to responsible, ethical business practices.

Interesting Factoids:

Changing Hands was originally located in a 500 square foot space that had been purchased by Tom Brodersen for \$500, and was set up as a worker-owned business where decisions were made by consensus. 35 years later, housed in a space of 15,667 square feet, Changing Hands remains committed to fairness and involvement with all of their employees.

