

SHIMANO WORLD

A photograph of two women riding bicycles on a rocky trail. The woman on the left is wearing a green jacket and white shorts, while the woman on the right is wearing a red jacket and brown pants. They are both smiling and looking towards the right. The background shows a sunset over a rocky landscape with a blue sky and some clouds. The title 'SHIMANO WORLD' is written in large, bold, white letters with a pink shadow at the top of the page.

**HOW TO SELL
TO WOMEN
NEW SHIMANO
TECH SUPPORT
PROGRAM
MERCHANDISE
PRESENTATION TO
INCREASE SALES**

Summer 1988
Volume 14, Number 3

Time again to order your personalized calendars.

Few promotions are as popular and well-received as cycling racing calendars. And few promotions are as cost-effective.

For just \$2.80 each, you can offer your customers colorful 20" x 28½" racing calendars with your name boldly imprinted on each page as a constant reminder to your customers.

You can easily sell the calendars for a 125% return and create a new profit center, you can use the calendars as premiums for test rides and contests, or you can give them to selected customers.

These beautiful calendars capture the hot intensity of the world's greatest riders competing in the world's most demanding races: The Tour de France, the Giro D'Italia and others. In each case we've captured all the drama and excitement in large, richly colored photos printed on high-quality paper.

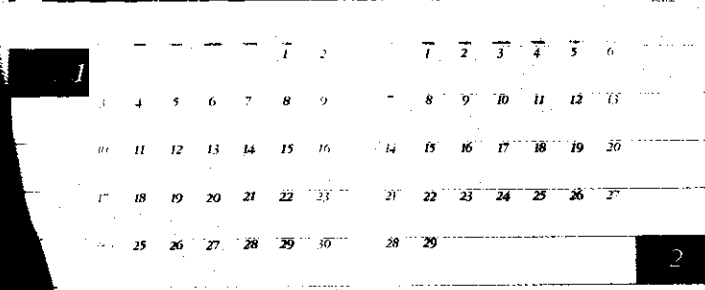
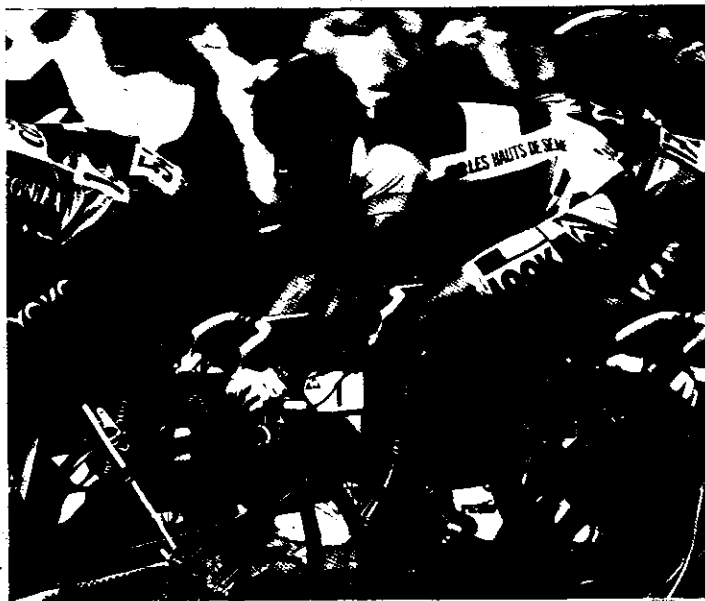
No wonder your customers will hang these calendars all year long.

Customize your calendar with your name imprinted on each page. **Act now.** You only have a short time to order these calendars with your name imprinted on them. Order now so your customers to have them for next year. So order now. Order blank that comes with **Shimano World**.

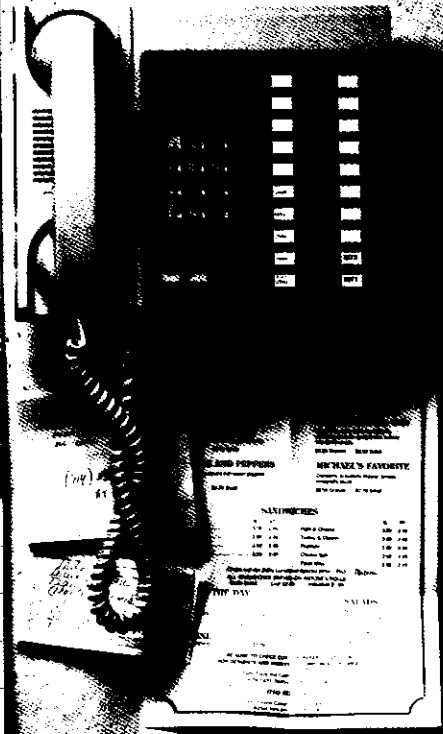
Please make your check payable to Shimano World Corporation.

Act now.

You only have a short time to order these calendars with your name imprinted on them. Order now so your customers to have them for next year. So order now. Order blank that comes with **Shimano World**.



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SIOUX FALLS, SOUTH DAKOTA 57104
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AND POPPING MICHAEL'S FAVORITE	
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200	2.00
300	3.00
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2800	28.00
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3000	30.00

SHIMANO WORLD

C O N T E N T S

COVER: Two women cyclists enjoying outdoors, Moab, Utah.

F E A T U R E S

Stieda, Bankaitis-Davis win Tour of Texas

Great victories for 7-Eleven teams.

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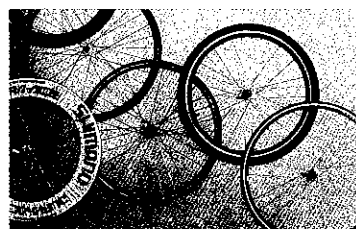
Converting BMX bikes into F-1's

A little imagination can lead to increased profits.

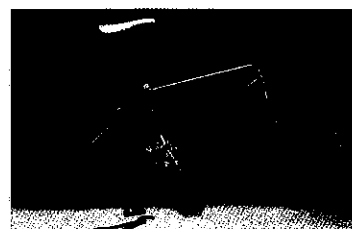
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Cover Photo: David Epperson/WildPic

STIEDA, BANKAITIS- DAVIS WIN TOUR OF TEXAS.

The 7-Eleven team stole the show at the Branders Jeans Tour of Texas race. Canadians Alex Stieda (7-Eleven pro) and Brian Walton (7-Eleven amateur) were the only two to wear the leader's jersey during the entire race. Stieda finished first with a time of 15:59:06, and Walton came in only fourteen seconds later. Not only did 7-Eleven come in first and second (monopolizing the leader's jersey), they also won all 20 stages.

The women's division was an even closer race. Bunki Bankaitis-Davis (7-Eleven) and teammate Inga Benedict ended the race with the same time of 10:10:01. In the end, Bankaitis-Davis won based on stage placing.

Since the Tour of Texas is the only UCI (Union Cycling International)-sanctioned pre-Olympic race in the U.S. this year, Olympic teams from 15 countries sent their

best riders. This included the world champion USSR team and the top 40 American men and women.

The Tour of Texas began in Corpus Christi and ended 830 miles later in Fort Worth. There were three preliminary stages and eight race stages.

The strong showing by Walton makes Canada a team to watch at the 1988 Olympics. ●

Photosport International



Alex Stieda of 7-Eleven team in winning form at Tour of Texas.



Bunki in Texas waiting to start a day of racing.

SHIMANO'S NEW TECHNICAL SUPPORT PROGRAM UNDERWAY



Kim Wilde, Shimano Technical Service Representative, will service over 25 events this season.

The sport of cycling has sustained steady growth over the past few years. The number of cyclists participating in races and organized rides has increased dramatically. According to recently published figures by the USCF, race permits have grown at an average annual rate of 15% since 1981 and membership has grown at an average annual rate of 18% since 1980.

To support the growth cycling has undergone, Shimano has recently established a comprehensive, neutral cycling technical support program.

Heading this program is Kim Wilde, our Technical Service Representative. The Technical Support Program will service over 25 events throughout the country this season, including: National Championship events, NORBA-sanctioned mountain bike events, bicycle rallies, many of the F-1 races around the country and the Hawaii Ironman Triathlon.

Kim will be using a new, specially modified 4-wheel-drive Jeep Cherokee support vehicle in conjunction with a custom-designed Shimano Tech Center trailer that houses the industry's most complete, portable technical service center. The trailer includes two work benches, a grinder and a wide selection of tools for anything from minor bicycle frame repairs to simple derailleur adjustments. In addition, the Jeep's race rack system can carry up to seven bicycles and 20 spare wheels, and the trailer's roof has been reinforced to act as an official's platform at many events.

Kim has calculated that he will drive the Shimano Tech Support Center over 50,000 miles by the end of the first season.

Kim Wilde comes from a diverse cycling background, with experience as a bike shop mechanic and owner, as a representative for Weyless Corporation and as an employee of the Schwinn Bicycle

Company. He's a USCF-certified mechanic, and he's donated his time to the Olympic Training Center Mechanics' Program, where he gained the respect of top U.S. racing cyclists.

Kim will be backed at selected races by Shimano service and technical representatives Robert Plunkett and Brian Skinner. Kim will also utilize the USCF certified mechanics' pool in certain areas of the country.

Tange and Araya are major co-sponsors of the Shimano Tech Support Program. Tange has provided bicycles built with Prestige tubing; the wheels and spares are built with Araya rims.

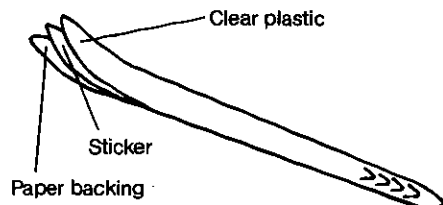
The response to the tech support program so far has been outstanding. Kim commented that the racers in general have been very excited about having a "true" neutral race support service available.

The Shimano Tech Van is one more way we're supporting your sales of Shimano products. ●

SERVICE HINTS.

S E R V I C E

Installing Shark Fins

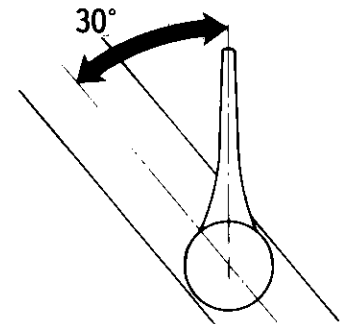


The Shark Fin sticker has adhesive on both sides. First, pull the paper side off and press the sticker firmly to the inside of the Shark fin. As you press the sticker down, bubbles will appear under the clear plastic

covering the adhesive on the other side. Remove the clear plastic and attach the Shark Fin firmly to the chainstay.

Faster 600 Ultegra front shifting

Racers using 600 Ultegra components want to shift onto the large chainring quickly. Therefore, the 600 Ultegra's front shift lever is designed to sit 30° off the down tube. To install the front shift lever, point the lever to the ground. Secure the lever to the shifter boss, then wind it counter-clockwise to the stopping position at 30° to attach the cable.



600 Ultegra shift lever sits 30° off frame when in low position.

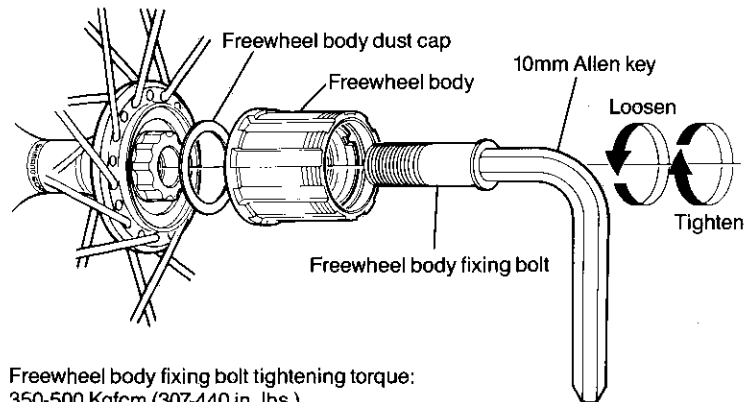
Servicing the Shimano freehub

Shimano's freehub is stronger and lighter than a regular hub-and-freehub combination because of its bolt-on body design. However, it's also easy to disassemble.

To remove the body from the hub on all current freehubs (except Dura Ace):

1. Remove the axle.
2. Pop off the dust cap.
3. Remove the bolt with a 10mm Allen key.

Once the bolt is removed, you can separate the body from the hub shell.



Freewheel body fixing bolt tightening torque:
350-500 Kgcm (307-440 in. lbs.)

How to switch double Front SIS to friction

To switch Front SIS to friction on EXAGE Sport and A350 models:

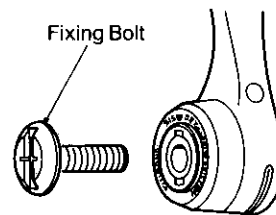
1. Unscrew the fixing bolt
2. Lift and turn the shifting indicator clockwise 90° (so red dot lines up with white line on the resin cover) to change mode. The shifting indicator should be sitting on top of the prongs.
3. Re-install the fixing bolt. As you tighten it, it will compress the shifting indicator onto the prongs, disengaging the SIS.

NOTES:

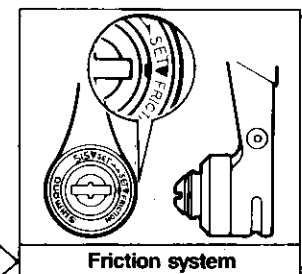
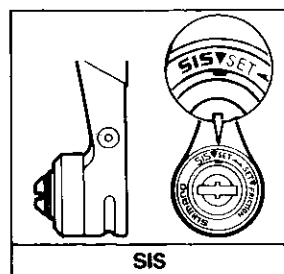
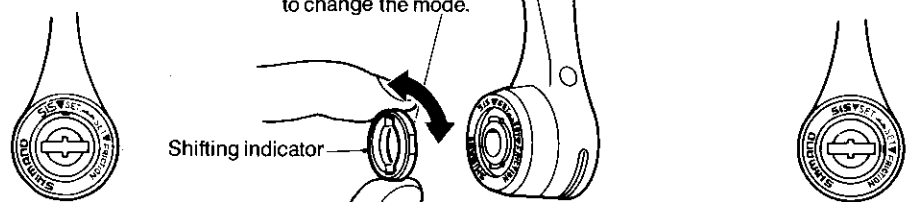
1. When using the friction mode, lever resistance can be varied by adjusting the fixing bolt's tightness.

2. When adjusting Front SIS, you don't have to change it to friction mode as you do with EXAGE Mountain. Just pull down on the cable next to the down tube to shift the chain to the outer chainwheel and set the high limit adjustment. ●

1. Take off the fixing bolt.



2. Turn the shifting indicator 90° to change the mode.



SHIMANO SERVICE HANDBOOK.

S E R V I C E

The Shimano Service Handbook has been in development for almost a year. It's been written and compiled by Shimano's staff of service experts to offer professional bicycle mechanics valuable reference information about: Shimano shifting systems, drive trains, brake sets, head parts, stems and seat pillars.

Specification charts

The Shimano Service Handbook includes in-depth information on individual product specifications such as derailleur capacities, chainwheel compatibility, brake arch (reach) sizes and bottom bracket types. The Handbook's specification section takes the guesswork out of building up bikes and replacing parts.

Interchangeability charts

Component interchangeability charts make it convenient to identify which component can be substituted for other Shimano components.

Troubleshooting charts

The Handbook's troubleshooting charts allow you to systematically solve problems in a minimum amount of time without overlooking any potential causes.

Installation and adjustment

Also included are step-by-step installation procedures and useful tips on adjustments that will make bicycle set-up and service easier to guarantee your customers' satisfaction.

Find information easily

The Shimano Service Handbook has an extended section on three-speed hubs, complete technical explanations of Shimano's new features like SIS, SLR and Biopace, and an entire section devoted to Shimano's tools and how to use them. You can easily find any information in the Handbook by using the table of contents or the tabbed index pages.

The Handbook has over 200 grease-resistant pages and comes in a sturdy 7-ring binder.

Free updates

Once you register your Handbook with Shimano, you'll receive free annual updates and information on our new products.

How to get your Shimano Service Handbook

Shimano Service Handbooks will be available in August through your Shimano distributors. Or, you can order one through the Dealer Sales Aids order form inside *Shimano World*. Price: \$35.00.

Once you use your Shimano Service Handbook, you'll wonder how you ever lived without it. ●



HOW TO SELL to women

To find out the best way to sell to women, *Shimano World* recently spoke to three experts: Estelle Gray, R&E Cycles, Seattle, Washington. Portia Masterson, Self-Propulsion Inc., Golden, Colorado, and Georgena Terry, Terry Precision Bicycles for Women, East Rochester, New York.

Women represent 52% of the population and 70% of new entrants into cycling. They also represent a huge potential market — one that could off-set downturns in other market segments.

Selling to women, then, makes good business sense.

To be successful, however, you must make a firm commitment to being a full-service cycling shop. Georgena Terry stated that just adding a single line of clothing or one size is meaningless. Women are used to large selections, so you should fully stock women's products. If you say you don't have any room for women's products, Georgena counters with: "You don't have room to make more money?"

Attracting women to your shop

For many women, entering your shop for the first time can be intimidating. (It's

like going into a computer store for the first time.) Therefore, try to make your store a pleasant experience. According to Estelle Gray, the shop should be clean, with no grease anywhere. ("We get a lot of noon traffic with women in nice business clothes. They won't go near dirt.") You should consider carpeting. And, ideally, you should have interesting presentations that encourage women to shop. Estelle even suggested hiring a woman who may not even know about bicycles to evaluate your shop from a women's point of view.

The right promotions tell women you're serious about wanting their business. In this respect, word-of-mouth can be invaluable. Georgena Terry suggests working with women cyclists who are active in your community. Convince them you're serious, and they'll help spread the word. Estelle Gray offers special seminars for women that teach how to repair a flat, fix the chain when it falls off and the like. You can also conduct women's rides periodically to reinforce the social and enjoyment aspects of cycling.

Don't expect your promotions to work overnight, however. Successfully selling to women requires a long-term commitment.

Sales Techniques

According to Portia Masterson, the worst mistake you can make when selling to women is to make assumptions. Don't assume they know nothing, and don't assume they know a lot. Assume nothing and ask questions to find out how much or how little they know. Ask how many miles they ride a week, what they want the bicycle for and so forth. Once you know their needs, you can recommend a bicycle that fits those needs.

If you're serious about selling to women, you should have saleswomen on your staff. Not only will a saleswoman relate better to female customers, she will be told things a man would never hear. (Can you imagine a 45-year-old woman explaining to a 22-year-old salesman how her saddle irritates her thighs?)

Another fatal mistake salesmen make, said Portia, is discrediting women and not taking them seriously. She tells of a woman who bought a bicycle and then complained about it. The salesman insisted there was nothing wrong with the bike, that the woman was "doing something wrong." A sympathetic salesperson then noticed the

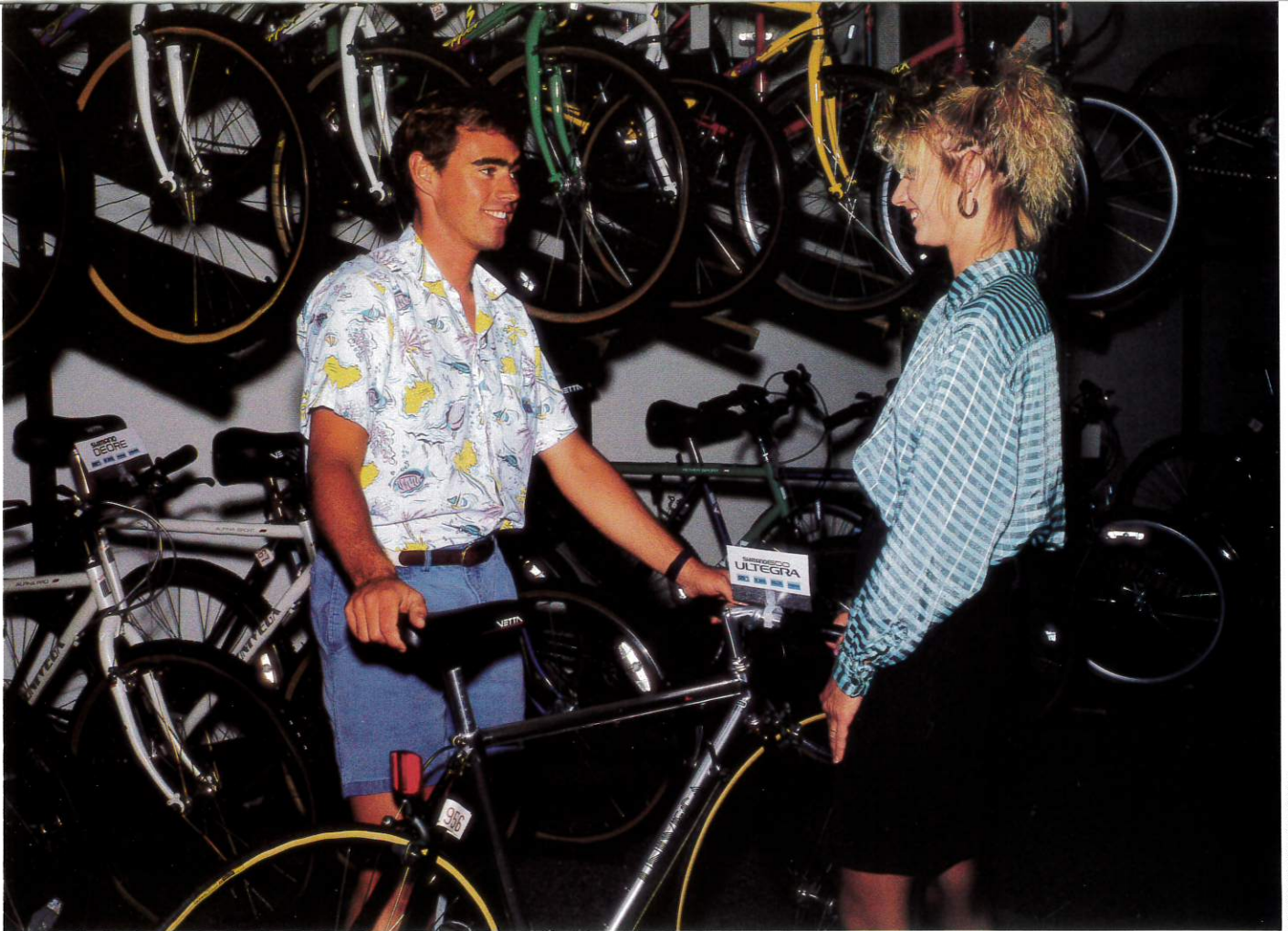


Photo: Dennis Paul Gauci

Making women feel comfortable in your store will encourage them to shop.

“problem” was that the five-foot-tall woman was riding a 21-inch frame. He swapped her bike for a 16-inch frame, and he created a long term customer.

One of the more difficult challenges of selling to women is when they’re

accompanied by a man. All too often the woman buying the bicycle is left out of the conversation as the salesman and the other man talk. Or the salesperson asks the woman questions and the man answers. Or the salesman and the man speak technobabble. These are excellent ways for alienating a female customer.

In such cases — especially if the man is a tech fanatic — it’s important to separate him from the woman. “I usually show these men the newest technology and send them on a test ride,” Estelle Gray said. “Then I can talk to the woman, find out her needs and sell her the right bike for her.”

Another area women differ from men is in test riding. Men generally are more concerned with the technology, while women are more concerned about comfort and performance. If the bicycle performs well, then you can explain the technology, such as how the components boost performance.

Size: a sensitive area

It’s a fact of life that small women (and small men, too) simply can’t ride comfortably on a standard bike, so they

often feel discriminated against. “About 50% of the women we sell can’t reach the brake levers,” Portia Masterson said, “and that can be scary.” Therefore, many women need brake extenders. Many often need shorter cranks because standard crankarms are absurd for shorter persons...and they’re hard on knees, too.

Portia also goes as far as having a special display for women so they can see all the options that are available. Since women are more sensitive to comfort, they’re not afraid to ask for what they want if it makes them feel more secure. Men usually don’t ask.

Some shop owners also make the mistake of assuming women don’t spend money. Georgena Terry disagrees. “Women will spend the money if they perceive value,” she said. It’s not unusual for a woman to buy a \$400 bicycle and add another \$200 in extras — if she perceives value. Georgena will often show customers more expensive bikes, not to jack up a sale, but to show them what the difference is. Besides, according to Georgena, “no one ever got hurt buying a bike that was ‘too good.’”

Photo: Dennis Paul Gauci



Women are more likely to buy clothing if they can try them on first.

Selling clothing

If you're serious about selling women's clothing you *must* have at least one dressing room. In a pinch you can use your bathroom if it's clean.

"Women love to shop," Portia Masterson said, "but they're much less likely than men to buy clothing without trying them on. This requires a dressing room."

A dressing room doesn't have to be huge. It should accommodate one person comfortably; accommodating two or three is even better. Your dressing room should be carpeted and well lit, with a bench, several clothes hooks and a full-length mirror. You can have another full-length mirror outside, too. Any graphics should be tasteful. It's mandatory the dressing room have a door and a lock. Men may feel comfortable with just a fabric "door," but women feel very vulnerable.

The secret to selling clothes to women is the same as selling bicycles; make them feel comfortable. If a woman is looking at your clothes, ask her if she knows the difference between various fabrics. If not, explain it.

As a rule, women would rather buy cycling clothes from a saleswoman. They feel more comfortable asking another woman about fit ("Is this cut too low?" "Do I look O.K.?"") And many women feel awkward trying on Lycra apparel in front of a man.

"The market for women is there," Estelle Gray said. "The basic key is to find out what women want to know and answer their questions without getting overly technical. Listen to women, then stock your store accordingly." After all, why send good customers to a competitor down the street to buy things you don't carry?●



Saleswomen relate better to your female customers.

S A L E S

NEW INNER WIRES PACKAGE

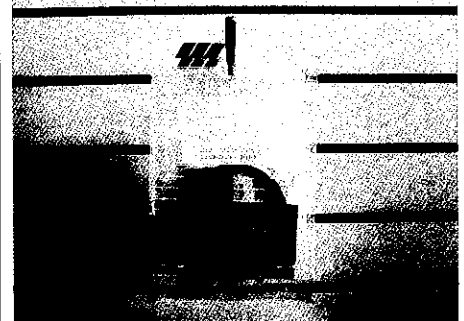
Shimano is introducing a new style of packaging (see below) to promote both new and existing SIS derailleur and SLR brake inner wires. This new packaging is perfect for display, informing buyers that the cable/inner wires they're purchasing are original, genuine "SIS" and "SLR" equipment.

Derailleur Cables (packed 1 per bag)

1. "SIS" derailleur inner wire.
2000mm for ATBs or light-weights.
Poly-bagged with a special header card.
Shimano Part #6002001.2.
2. "SIS" Dura-Ace derailleur inner wire.
1320mm for light-weights.
Braided and poly-bagged with a special header card.
Shimano Part #6001324.4.

Brake Inner Wires (packed 1 per bag)

1. "SLR" brake inner wire.
1700mm for ATBs. 1.6mm diameter.
Poly-bagged with a special header card.
Shimano Part #8009901.
2. Deore XT brake inner wire.
1700mm for ATBs. 2.0mm diameter.
Poly-bagged with a special header card.
Shimano Part #8009803.
3. "SLR" brake inner wire.
1700mm for light-weights.
Poly-bagged with a special header card.
Shimano Part #8001701.6.●



New Shimano inner wire packaging.

HOW TO SELL CUSTOMERS A SECOND SET OF WHEELS

S A L E S

Selling customers a second set of wheels is another way you can satisfy your customer's needs...and increase your profits, too.

When you ask your customers questions about the type of riding they do (road, off-road, racing, etc.), you may discover some who could use a second set of wheels.

Selling wheels to road riders

Some customers might indicate they want to upgrade their lightweight bikes. You can explain that an effective way to increase their bikes' performance is upgrading to lighter, higher quality wheels. If they do, a good set of high-performance wheels for road use should include:

1. A higher quality hub such as Dura-Ace, Sante, or Ultegra (depending on what they have now and their level of riding).
2. Fewer spokes to reduce weight and to improve aerodynamics.
3. Lighter rims (possibly sew-ups, depending on customers' wants and needs).
4. Quality construction, built by a professional mechanic.

If these customers' inexpensive wheels are in good shape, suggest they can still use them for everyday training rides. They can switch to their upgraded wheels for racing or when they want higher performance.

Other customers may already have a pair of "racing" wheels, but they could use a less expensive pair for everyday training. You can sell them a pair of wheels with 600 Ultegra or 105 hubs and suggest they save their expensive wheels for racing or for rides where they need an edge.

Selling wheels to off-road riders

Your mountain bike customers are also excellent candidates for a second pair of wheels. Since most people who buy mountain bikes use them for both road and off-road riding, they could use two sets of wheels for maximum performance in both areas. You can recommend heavy-duty rims with off-road rubber for better performance on dirt trails and lighter rims with slick tires for better performance on streets. Depending on your customers' riding abilities, either Deore XT or Deore freehub pairs will work for both riding conditions.●

Pre-built wheels for your convenience

For your convenience, your distributors sell wheels that are already built with Dura-Ace, Sante, 600 Ultegra, 105, Deore XT and Deore hubs and freehubs. Buying these pre-built wheels offers you two benefits: it saves your mechanic's time, and it allows your customers to take home a new pair of wheels as soon as you sell them on the idea.

BENEFITS OF SHIMANO'S FREEHUB SYSTEM.

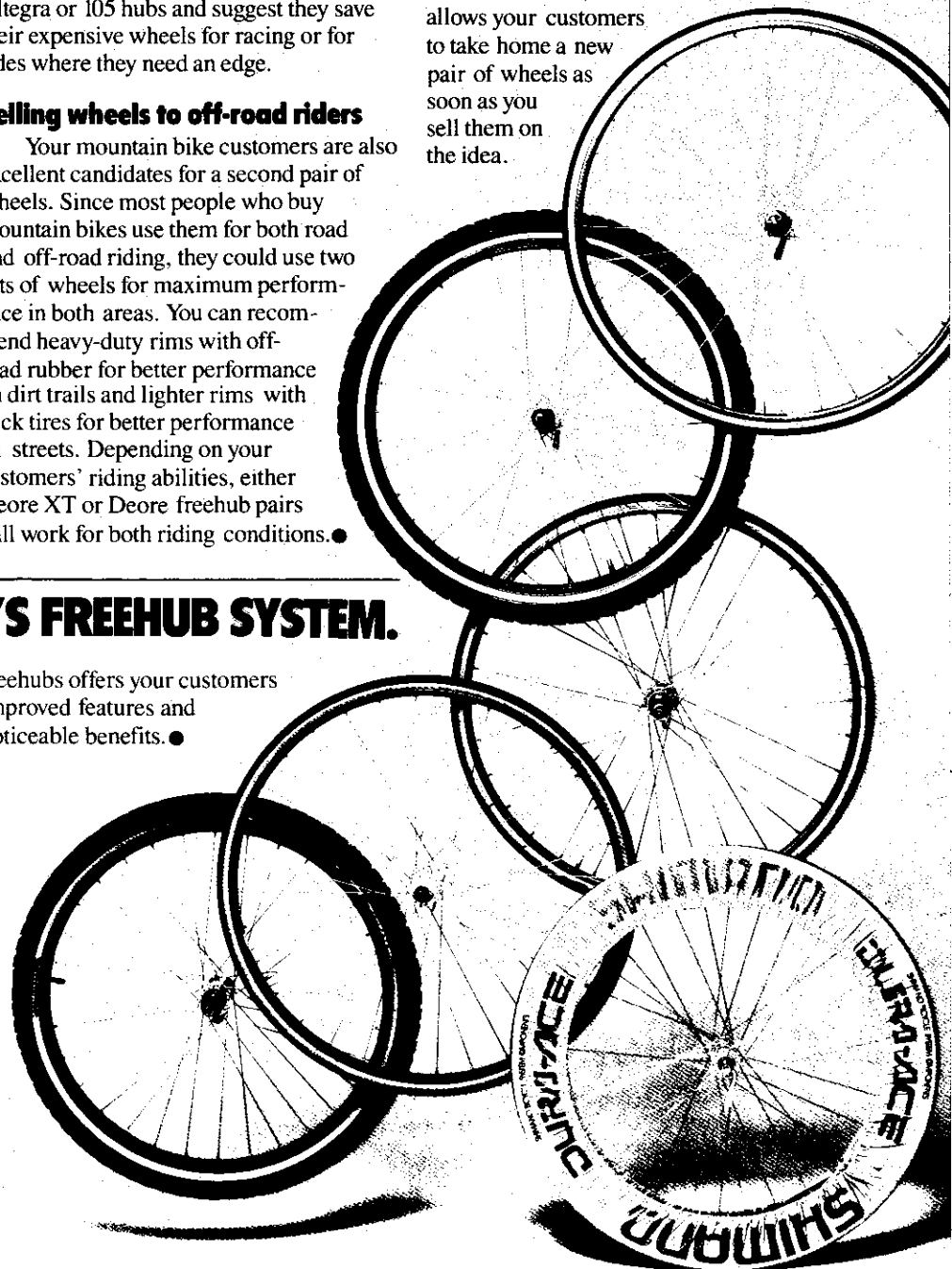
A wheel built with the Shimano Freehub has definite advantages over one built with a conventional hub.

Shimano's freehub design integrates the freewheel body into the hub to offer these benefits:

1. The bearing race is placed closer to the dropout for better axle support.
2. The design reduces the number of moving parts and the total weight (compared with standard hubs and freewheels)
3. The design reduces the amount of dish, increasing the strength of the rear wheel
4. The cassette sprocket design makes changing gears easier.

Buying built-up wheels with Shimano

freehubs offers your customers improved features and noticeable benefits.●



MERCHANDISE

Presentation

TO INCREASE SALES

By Clark Richey

Once you've created a store that's well organized, that makes sense and that's appealing to shop in, a final touch is still required: merchandise presentation. Putting merchandise on your shelves requires some technique, thought, flair and discipline.

In my last article on store design I discussed the basics of store layout, which incorporates better customer circulation, category statements, focal point highlights and exciting fixtures. Now we must address merchandising for that added impact. Even if you don't remodel your store, some of the following merchandising ideas will help your sales effort.

Categorization

Your first, and probably most important step, is to analyze your merchandise mix and to pull your products together into major categories and subcategories. Each major category should make a strong statement on its own so your store "reads" well. Within each major category your subcategories will become secondary, but highly visible.

You should limit your major category statements to a minimum of four and a maximum of six. For example, bicycles are definitely a major category statement that should be further broken down by "lifestyle." This represents one total statement.

Second, apparel is a major statement that is further broken down into men's, women's, children's, shoes, etc. A third major category might be self-service bicycle accessories, a fourth might be rider accessories, a fifth might be parts, and so on.

Once you have determined which categories should make the dominant statements within your store, you might then highlight each major statement by using some form of focal point and/or signage to draw attention to that area. You can easily create a focal point through a wall treatment in which a four-, six- or eight-foot section is merchandised higher than flanking or surrounding areas. This draws the eye to that focal point. By using this technique, your store will now read each major category as you scan your store, providing a strong message to your customers on what your store represents.

Methods

Some of the methods you can use to create focal points include:

1. Hanging...such things as apparel or bicycles from sky hooks or suspended fixtures
2. Pegging...blister pack merchandise, etc.
3. Stacking...anything that will sit on a shelf, flat, glass cube, counter or bins
4. Sample only...on bicycles or large items.

Organization of merchandise

Merchandise should be pulled together in the following order: by style, color, size and, if appropriate, by price.

For example, it's easy to think of apparel when you talk about style, but all merchandise should be thought of as having style.

To use an obvious example, a subcategory of men's apparel could include triathlon shorts. Within this category, shorts might come in assorted styles: short legs, longer legs, fabric choices, etc. Each of these styles should be grouped together.

Once this is done, each style should be housed on a separate fixture. Then block the garments by color. Within each color, size the garments from smallest sizes on the left or in front to the larger sizes on the right or at the rear. Use price groupings only when price is the main message, such as "Your Choice, \$9.88," etc.

Less obvious examples of stylizing might include bicycle accessories. Bags, pouches, back packs, etc., would be subcategories. Within each of these subcategories can group by style: leather, canvas or nylon might be one way to stylize. Then group each by color, then by size. The same rule applies throughout the store.

Techniques of merchandise presentation.

Using one of the previously discussed four methods of merchandising, the following techniques can be used:

1. **Face out vs. side out or sleeve out.** Showing the full front of apparel, a box, package or a blister pack is face out. Showing the side of a box, package or garment sleeve on a hang bar is side out merchandising. Both techniques should be used. The rule here is keep side out merchandising low on the fixture for capacity and face out merchandising at eye level and above.

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Creating a dynamic presentation of merchandise can increase business.

2. **Tonnage.** Tonnage is as it sounds: lots of the same item stacked relatively high to create a massive impression. Several statements can be expressed through tonnage presentation: it shows merchandise dominance, it suggests competitive pricing and it provides impulse sales.

3. **Visibility curve.** This concept means facing merchandise toward customers' eyes for maximum exposure and impact. For example, angle bottom shelves so packages, boxes or cans of product have their labels facing up. This eliminates customers from having to look down on the tops of packages or stooping or bending down to see what the merchandise is. With the visibility curve, more product is shown more dramatically.

4. **Visual balance.** This concept suggests changing or breaking up a side

return or a wall by adding a different presentation of merchandise. For example, suppose you have a 12-foot side return. You can create visual balance by shelving both ends and pegging the center section, or vice versa. Or, you could angle the center shelves and use straight shelves on both sides. This creates a merchandise focal point that stops the customer's eye. You've also created another opportunity for impulse sales.

5. **Vertical merchandising.** This is the single most important difference you can make in your store's merchandise presentation. By vertically blocking merchandise by style and color, you allow your customers to scan the store and actually identify more product. This concept makes your store's presentation clean, crisp and organized.

Point of purchase signage

As a general rule, put price tags or stickers on all your merchandise and not on signs...except in a limited number of locations.

Too many signs create visual pollution, and they compete with the merchandise. A few well placed signs will be seen and read, but signs on every end cap will be lost in a sea of cardboard. Also, keep your signs simple and color-coordinated with your store's decor.

Proper merchandising makes maintenance easier

The techniques and concepts discussed here will help you create a better, more efficient selling environment for your customers. They will also make your store much easier to maintain.

All you need to keep your store looking full and clean is to spend 15 minutes every day pulling all the merchandise forward on the shelves (this is called facing). Stocking to the rear of the shelf is still essential, but easier, in keeping your merchandise rotated.

Showing respect for your merchandise gives your customers a very positive message. They'll respond by buying more... and shopping more often.

So make merchandising fun. And profitable.

For more information write or call Creative Retailing, Inc. at 18022 Cowan, Suite 200D, Irvine, CA 92714, Ph: 714-553-8611.●

IMPROVE SALES WITH SHIMANO DEALER AIDS



5. Consumer brochures.



8. Shimano decals.



3. Videotapes.



11. Bicycle accessories.

Shimano dealer sales aids are designed to work as hard as you do. These productive sales tools can help boost your sales and profits.

Dealer sales aids attract knowledgeable cyclists who want Shimano components. They proclaim that your store sells quality equipment. And they also tie into Shimano's national advertising, giving your store even more recognition.

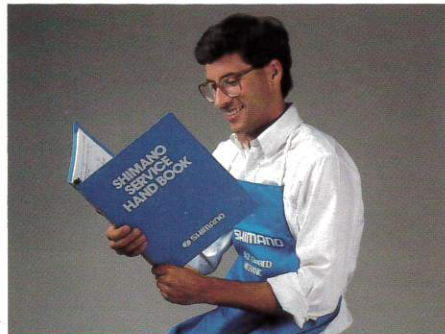
To order simply fill out order form inside. All orders will be shipped C.O.D.



2. Wall/window displays.



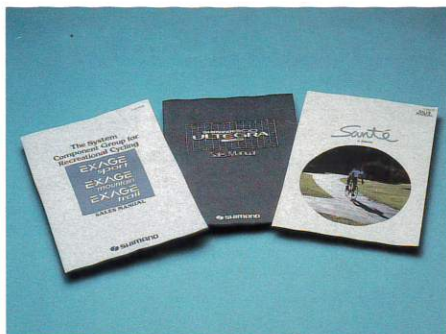
6. P.O.P. ad reprints.



9. Shimano service handbook



10. Shimano apparel.



1. Dealer product information.



7. Shimano shop apron.



4. Bicycle P.O.P. cards.

*Prices subject to change without notice.