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The Editor,
Listener,
P.O. Box 90783,
Victoria Street West,
Auckland 1142.

Dear Editor,

With reference to your timely and accurate article, "Are you Being Served", I would like to make the following observations.

My wife and I spent 5 days in Auckland, mid April, taking the opportunity to do some shopping in the "big smoke" and meeting up with a friend passing through.

We had a list of things to buy and separated at the Quay end of Queen Street, my wife with her girl friend to look for some clothes, and clothes and a digital camera for myself.

We met up a few hours later, all with the same story. We had walked both sides of Queen Street had entered most shops and bought nothing.

Why? No Service!

The letter from Mr. Michael Barnett on this subject is interesting, but he is, I think, with all due respect, talking about something other than front line sales/service. The Chamber obviously does good work among the business community, but my experience in Queen Street and Broadway indicates that if sales staff are being trained in service and sales somebody needs to be looking at the training.

I estimate that businesses in Queen Street, during our visit, missed out on somewhere between three and four thousand dollars in retail sales, from us alone.

Next year we are hosting a World Cup. How many visitors are we expecting? Multiply that number by a thousand dollars or two and you have made quite a dent in the projected, "bonanza". Of course there will be those who will be determined to buy no matter the obstacles.

At the end of the day, retail outlets need to make up their mind as to whether they want, "lookers", in their shops or "buyers". Until staff are trained "even with a smile", on how to turn a "walk-in" into dollars, potentially considerable amounts of revenue will continue to be lost.

Businesses and the Chamber should take heed of your article and the responses to it, as it is a serious issue,

Yours sincerely,

John Dean
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cc Mr. Michael Barnett, Chief Executive, Auckland Chamber of Commerce