

## THE MERCHANT BUILDER

The two main ingredients of merchandising are  
**QUIET STRENGTH & STABILITY.**  
These open the mental door to buying.

People judge what you say and do through a series of character qualities. Certain actions and behaviors will lead them to notice a quiet strength & stability. Both qualities contribute to their conclusions about who you are. In other words, they start out to judge what you say and do, but end by judging who you are.

### QUIET STRENGTH

Character Qualities = who we are:

1. Tolerance
2. Neatness
3. Flexibility
4. Patience
5. Discretion
6. Truthfulness
7. Responsibility

### STABILITY

Character Qualities = who we are:

1. Consistency
2. Endurance
3. Dependability
4. Thoroughness
5. Diligence (Decisiveness)
6. Security
7. Creativity

**A person and/or company of character can demonstrate these character qualities by doing everything “decently and in order.”**

### DECENCY

Characteristics of quiet strength that communicate value through a good attitude:

1. How we say no (Meekness)
2. Attitude of customer communication
3. Sales follow-up (Professionalism)
4. Maintenance of a neat & clean Sales Center
5. Ambiance and environment of sales
6. Balance in appointments of house & site (to scale)
7. Decorating
8. Interior finish
9. Good lighting
10. Cleanliness of site & homes
11. Production attitudes
12. Maintenance of company
13. Appearance of signage
14. Advertising script & pictures
15. Ability to be hassled & not get angry (tolerance)
16. Caution in colors
17. Undemanding
18. Cautious in words or actions that might offend people
19. Open honest communication on all signs/handouts, etc.
20. Assumption of responsibility
21. Ongoing precise maintenance

### ORDERLINESS

Characteristics of stability that communicate reasonableness through how we act:

1. Knowledge of the market
2. Integrated marketing process
3. Integrated process management
4. Decisiveness based on reality of past & present
5. Appearance of sales
6. Advertising & signage communication
7. Orderliness of construction
8. Timeliness of construction
9. Good follow-through
10. Persistence in getting the job done
11. Fulfilling commitments
12. Well-maintained vehicles & equipment
13. Completion of 100% of the job
14. Prompt decision making (name brands, warranties, etc.)
15. Not easily threatened
16. Always trying something new
17. A leader of trends
18. Enthusiastic
19. The product results
20. Prioritization of scheduling
21. Reflects obvious planning with a creative desire to please