



Veritas Instrument Rental Incorporated

# QUICK NOTES

A Monthly Resource for Veritas Affiliates



## Headline News

A Quick Look at This Month's Industry News & Network Updates



## ACTIVITY CALENDAR

Upcoming Events & Affiliate Planner

### Back-To-School Notes

This time of year is the busiest time for rentals. To make sure you have a successful season with the fewest hiccups, here are a few reminders of things to set in process now.

- **Daily Reporting** - Find a time; either at the end of the day when you balance your cash drawer or first thing in the morning before you open the store. Remember, if you are not reporting daily, it will slow down your inventory orders.
- **Forms Inventory** - Take a look at your agreements, multi-forms, repair tags, fliers, etc. to make sure you have enough on hand. Take a weekly inventory to make sure you do not run out at the last minute.
- **VeritasU** - Make sure all of your staff is signed up and has completed the rental and multi-form module. The more well trained your staff is, the better your season will turn out.
- **Accessories** - Would you let a guitar walk out the door without trying to sell a set of strings or picks? Make sure you are not letting your band customers walk out your door without a care kit, music stand and other supplies. Add-on sales are gravy to your rentals.
- **Educator Survey** - Reach out to your teachers to find out any specific items they want their students to have for class. Books, reeds, etc. are often recommended by the teacher. Making sure you have the right items available help to legitimize your store.

**Preparation is the key to success!**



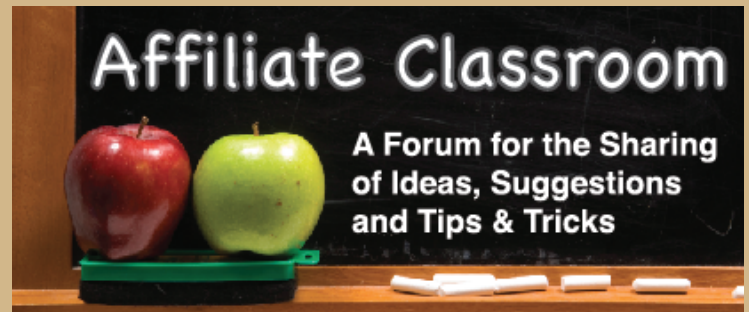
## AFFILIATE SPOTLIGHT

A Tribute to Those Going Above & Beyond

### Fighting the Good Fight

When faced with being shut out of a parent night in his home district, Tim Paul at Piano Trends did not give up. By using an ally in the district he was able to gain valuable insight into the decision making process. Tim also reached out to VIR for assistance. By sitting down with VIR, discussing options and putting together a game plan, Tim has put together a proposal to present to the district decision makers. Using his assets and getting creative in his offerings, Tim will be opening that once closed door.

- November 3-5:** VIR Fall Training Session  
VIR Feather Sound Campus
- November 8-11:** North Carolina MEA (NCMEA)  
Winston-Salem NC
- November 20-22:** Virginia MEA (VMEA)  
Norfolk VA
- November 20-24:** Louisiana MEA (LMEA)  
Baton Rouge LA



## Affiliate Classroom

A Forum for the Sharing of Ideas, Suggestions and Tips & Tricks

### RentFromHome.com Refresher

With the rental season on top of us, it is very important to remember your customers need you to be on the ball with your RentFromHome.com rentals. Here are a few things to do to capitalize on your customer's online rentals.

1. Make sure your notification email is up-to-date. If we are sending the email to a defunct account, you will not receive the emails and will have angry customers waiting for pickup confirmation.
2. Pull and respond to the RFH emails quickly. Set a reminder to check your email or add an audible email alert when new emails arrive. The quicker you turn around a RFH rental, the quicker the customer comes in your store.
3. Customize your offer on the confirmation email to solicit more in-store business. Offer a discount on accessories or a free lesson. Train your staff to ask if they have their email promo when they pick up their instrument.