



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

### Back To School Recap

So, another Back to School season is in the books. How did you end up? Did you see growth? Did you make your numbers to earn a trip Las Vegas with us?

There are many reasons why your rentals could be up or down this year. The best thing to do after season is to take a look at your business. Here are some questions to ask as you look at your numbers this year.

- What type of interaction did you have with the schools in your area?
- Where did the majority of your rentals come from?
- Did you have everything the customers asked for?
- Did you know what they needed before they came in your door?
- What was your biggest seller?
- Were there any last minute changes?

They say, "those who don't know history are doomed to repeat it." Make notes from what happened this year so you can plan for next year.

No one can predict the future, but using our past experiences, we can make plans for expectations!

**Congratulations on a great year!**



## AFFILIATE SPOTLIGHT

A Tribute to Those Going Above & Beyond

### Facebook Post Boost

VIR Affiliate, Backstage Music in Starkville, MS turned to Social Media to help draw traffic to his store. Using his marketing budget, he boosted a post on Facebook that helped him draw over 14,000 impressions on the post, 300+ visits to their webpage, 50 new Facebook Likes and new rentals. To find out more about how Allen did this, make sure you are part of our Facebook Affiliate Group. Send a friend request to T.J. Waicul so he can add you to the group!



## ACTIVITY CALENDAR

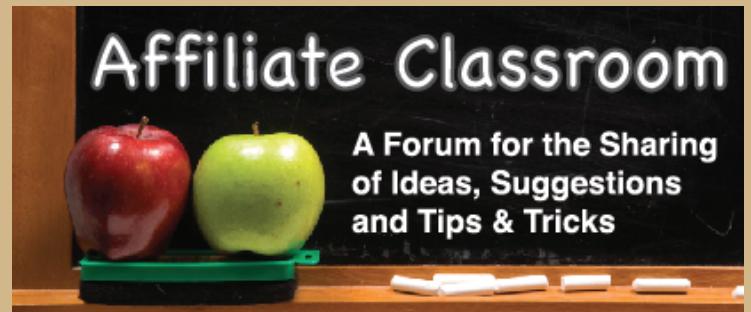
Upcoming Events & Affiliate Planner

**November 3-5:** VIR Fall Training Session  
VIR Feather Sound Facility - Clearwater FL

**November 8-11:** North Carolina MEA  
Benton Convention Center, Winston-Salem NC

**November 20-22:** Virginia MEA, Booth 211-213  
Norfolk Waterside Marriott, Norfolk, VA

**November 20-24:** Louisiana MEA  
Crowne Plaza Executive Center, Baton Rouge LA



## Affiliate Classroom

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

### Trade-In Credit

By now, you might have had a customer come in your store with a low-budget musical instrument seeking a repair. As you know, if your repair tech works on them, those repairs rarely hold. Why not be a hero and offer the customer a Trade-In Credit on a rental. Yes, we will take their instrument (that they will not be able to repair or sell) and give them a credit on their rental agreement.

Here is what you need to do provide the customer their credit.

- Fill out the rental agreement like normal (do not make any adjustments at the store).
- Complete the Instrument Trade In Form (found online in Affiliate Resources).
- Put the Trade In Form and Rental Agreement in the trade in instrument case and send to the VIR Warehouse.

It is that simple! The customer gets a working horn, you get a working horn and we get something to run over with the forklift!