



## Tom's Message Board



### Performance Enhancing Marketing

A little story. I had recently run out of protein powder that I use as part of my post-workout recovery drink and I was also in the market for some additional supplements my trainer suggested. I've traditionally purchased these products over the Internet for convenience and to save money, but this trainer finished our discussion by suggesting "... go to your local vitamin store and get their advice as well." So I took his advice and paid a visit to The Vitamin Shoppe on Dorset Street. If you've ever bought powders, supplements, vitamins, and the like, you've probably been struck by the same sticker shock I've experienced for these products; so I was leery to break tradition and buy locally.

I stepped into the store and within a couple of minutes I was greeted by Tim who casually asked me if I needed assistance. If you ever visit this store you'll be mesmerized by the sheer volume and variety of products, packaging, and choices on the shelves. I definitely needed some help! He methodically asked me what my objectives were and then took the time needed to educate me, answer my questions, and offer suggestions for both performance and cost-savings. Never once did I feel pressured, overwhelmed or underwhelmed, ill-guided, or going to end up paying too much. In fact, my needs were met so completely I was reaffirmed on the spot that this is what buying local can, and should, be all about – the ability to walk into a local store and find the product that exactly met my needs from a professional who knew his stuff and who gave me the time and information I needed to make an informed decision. This is the epitome of what makes for a strong local economy. Well done  
Tim and The Vitamin Shoppe!



As I bring this story and experience back home, I reaffirm to me and my staff, who and what we need to be for our customers... every day. As I've developed and now begin to share this Buy Local trademark within our

marketplace, I'm continually reminded of its importance; not only for the dollars that support our local economy, but also for the elevated levels of customer service, staff training, sustainable environmental and business practices, livable wages, and quality of life that we [should never] take for granted here in Vermont.

If you and your business believe this is important too, drop me a email and I'll share this trademark with you to help spread the word and promote the choice to Buy Local.

To our local economic health!

Tom Brassard  
President