

## Take a shower, and you will sell more DME

As we all know, January is the much anticipated and talked about National Bath Safety Month. All kidding aside, aging at home has become a priority for many during the coronavirus pandemic. But being at home can present dangers. Statistics say that 80 percent of falls in the home happen in the bathroom. January is a special time to offer comfort and reduce risk in your customers' homes. When you think about it, durable medical equipment and bath security are all about comfort and safety.

For the most part, bath safety accessories are cash sales. The basics of merchandising a Bath Safety and Comfort department are to show many of the products assembled. Using your website and Facebook business site to display assembled Bath Safety is a must. Delivery would be nice, but if you want to be the king of bath safety (and seriously, who doesn't dream of that?), you need to offer safety/grab bar installation. Then and only then shall you be king.



When it comes to assisting your customers in purchasing bath safety, you will need heartfelt compassion. And where do you find this compassion? By taking a shower. Bring home a transfer bench and try taking a shower. Take your glasses off. Dim or take a few light bulbs out in the bathroom. **Without looking at the instructions**, set up the transfer bench and slide over the tub rail, and have at it. How many times did you get up to adjust the water temperature? Did you think of grabbing a washcloth?

Is the water hitting you just right? How far do you have to reach for the soap? Every time you get up from the bench, you have a real chance of falling. Would this be better with grab bars, a handheld showerhead, a nonslip tub mat, soap holder, shampoo bottle holder, and a back to the transfer bench? Oh, how about a sponge on a long curved handle that reaches the middle of your back? It wasn't much fun, was it?

Now, when someone comes in looking for a shower seat, you know they really need a transfer bench and lots of add-ons. Don't think of yourself as a salesman, though. You aren't selling equipment, you are offering safety and comfort. When it comes to selecting the best spot for a Bath Safety and Comfort Headquarters, choose a section of a wall that sees the most traffic. You need the traffic because when it comes to deciding to purchase bath safety, it starts with, "Where have we seen that stuff?" Once you have reinforced your compassion, purchase a nice sign that reads, "Your Bath Safety & Comfort Headquarters." Use string tags, not stickers, to price the assembled units.

Take a look at your cost. The manufacturer's suggested retail price might be a little too high. A 45 percent profit margin would be plenty. That's your cost divided by .55, rounded to end in .99, which determines your retail. As an example, a cost of \$23.50 divided by .55, rounded to .99, is \$42.99.