

Lift Your Profits With Lift Chairs

If you had to buy a lift chair for someone you love, would you look for the cheapest one? I can tell you firsthand that most people won't. If you are inventorying lift chairs, I urge you to stock one of the best chairs a person can buy. You've heard it before: many times, the person paying for the chair is not the one who will be using it. Do not deny someone the opportunity to buy the best chair in the house for their loved one! The sad fact is, in some cases, it will be the loved one's last chair.

Stock the Right Chairs

Offer a chair that can recline to what is called "infinite position" – this gives the sitter a chance to rest in a laying position without having to get up and move to a bed. Sometimes not having to disturb a loved one can be wonderful gift.

Bring in a small chair; not everyone is taller than 5'4" and lift chairs for petite-size loved ones are difficult to find. I once special ordered a small chair for a loved one and the hospice representatives were ecstatic to see the chair, asking me where I found it. It fit the person perfectly – his head was not pushed down like it would have been in an average-sized chair. He was able to sit up comfortably and drink from a cup without having his chin squished down against his chest...what a gift!

Make sure you offer a chair with a cup holder – it's one of the most utilized options on a chair. Look into the new "Zero Gravity Lift Chairs" – they raise and tilt, put less pressure on the spine, and are said to improve circulation...what a gift. Also, offer protective pads for the seating area of the lift chair; they will be much appreciated.



An inviting, well-signed way to display your lift chairs! Photo from Davies Drugs in Canton, Ohio.

(continued)

Merchandising Tips

- Offer at least two qualities of chairs; three is ideal (Good, Better, and Best).
- Arrange chairs by size.
- Offer a delivery and setup service. Place the chair in the correct room in the customer's home and take the cardboard and plastic packaging back with you.
- Add into the retail price or as an additional charge an extended, worry-free warranty on the chair.
- Make it clear that the chair will fit through just about any size door. (Chairs come in two pieces.)
- Beware of the paradox of choice! I once worked with a store that had more than 20 (!) lift chairs on display. When customers looked at the chairs they were confused, not thrilled. Customers said these awful words: "We will go home and think about it" and rarely returned. The fix: we split the chairs into two different displays of 10 each on opposite sides of the display room. For more about the dangers of Paradox of Choice, watch [Barry Schwartz's TED Talk](#).
- Create a sign that reads, "If you can push one button, this chair is for you." If you feel the need to put a price on the chair, make sure to use the word "Only." It is **critical** that you include a sign!

Marketing Ideas

- Purchase a billboard. Feature a middle-aged person using the chair and include your store's name and the message, "We Deliver and Setup for Free." Nothing else is needed – customers will find you.
- Place an ad in a newspaper with a graphic of a middle-aged person sitting in the chair and the headline: "A chair so good that invites you in and, when you are ready, gently lifts you out. Thanks to [your pharmacy name], affordable for all." Add your store's phone number or website address and nothing else. Really – nothing else.

*-- Gabe Trahan, NCPA Senior Director of Store Operations and Marketing
NCPA's Front-End Overhaul*