



He hated that cane.

The doctor told him that he needed a cane. So he bought one. He hid it behind the sofa. When the cane was finally discovered he was asked why he wasn't using it. His answer: "It's for old people and besides it's too short." He was three months from becoming 93.

"When you bought the cane, didn't anyone at the drug store help you?"

"No." he replied.

"You should have asked. Why didn't you?"

This made him angry. "Because I wasn't buying my first bike you know!"

It was obvious; buying his cane was not a pleasant experience. After a few adjustments and some tender persuading he finally used the cane.

Do you sell canes? If so, consider the following ideas:

- Make sure they are easily accessible.
- If they are merchandised on a wall then make sure they are at an appropriate height and the cane be taken down easily.
- If they are in a free standing rack then be certain that canes are not tangled with each other and the canes can be slid effortlessly out of the display.
- Cross merchandise a floor display near your waiting area.
- Have canes adjusted in a variety of positions. Create a sign that reads: **We are happy to help adjust the cane so that it fits you just right.**
- Offer your customers an assortment of styles and colors to choose from. Canes are available in ball, crook, derby, ornamental, palm grip, soft grip, offset, left handed, right handed and T handles. There seems to be no end in colors and fashion canes are becoming very popular. Some of the better selling women's styles are hummingbird, butterfly, and bingo motifs. Men tend to gravitate to the wood, wildlife, and card players motifs. Leather wrapped canes seem to be a big hit as well. Some canes even light up, known as The Pathfinder. Don't forget the folding travel cane.
- Have plenty of the accessories: cane tips, tripod tip, glow tip, cane ice tip attachment, stand (cane stay), strap, and clip on light.
- **Most important! Offer compassion and understanding.** You never know when someone is counting on you to take care of their dad...