Putting on your HR hat
LINE UP AND RETAIN THE RIGHT TEAM
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CASL
Fifty-two years and we’re proud of it! In this issue of LL&A Magazine, you’ll find your trusted Annual Buyer’s Guide & Directory that shares companies, products, and brands from many of the best wholesalers in our country. Make sure to hold onto this until next October and reference it regularly.

Also included for your reading pleasure are a series of excellent retail articles. Carolyn focused on looking for ways to help independent retailers keep pace in a world of rapid change. She discovered there are some great tools and tech available to help smaller retailers with smaller budgets. She dug up a few great ideas for introducing new technology and got some sage advice from retail pros that may be just what you need to launch into a more streamlined way to run your back-office functions. Read “Small but mighty: Expert guidance and helpful tools for independent retailers” on page 10 to find out what she learned.

Affordability and simplicity were at the forefront again as Carolyn delved into the topic of email marketing and newsletters (page 38), one of the best ways to keep your customers interested in your store — and your community activities.

But there are three things Carolyn really hopes the articles in this issue of LL&A will inspire you to do. The first is to take a look at the Retail Council of Canada’s handbook Enabling Retail for Accessible Employment under the Accessibility for Ontarians with Disabilities Act and consider whether your store could be part of the solution to high unemployment among Canadians with disabilities. The second is, if you have never done it, to stop in at an Apple Store to see what she means about modern customer service. And third, take a look at the behavioral interview questions on page 45 and think about how you would answer them if you were being interviewed for a retail position. Might help you next time you are interviewing candidates for your store.

Happy reading. We hope these tips and our annual directory help you in continuing to run your successful business.

Have a great holiday selling season, happy holidays to you and your family, and we’ll talk to you all again in the spring.

Tammy Mang  Carolyn Camilleri
Publisher  Editor
**Meade Ray Int’l (CBM Leathergoods Inc.)**

**ROOTS small leather goods: Pearson collection**

Roots at its core, simplistic in design but encompassing all of its traditions and versatility. From the iconic beaver hardware to the multiple features, each style offers elegance and style. The Pearson collection, named after one of Canada’s busiest airports, encompasses the beautifully embossed “maple leaf” — the most recognizable emblem of Canada. SRP CAD: from $50 to $65  
www.meaderay.com

**Heys Kids 16” Circle Shaped Kids Collection:**

**Globe Kids Luggage & Kids Sports Hockey Puck Luggage**

The Globe Kids luggage has a colourful 3D map featuring landmarks and fun, iconic images. The Kids Sports Hockey Puck luggage has a unique 3D style designed in tribute to the shape and look of a hockey puck. Designed specifically for children: very lightweight (3.5 pounds), clear inline skate wheels with metal bearings, and sturdy, retractable aluminum trolley handle. 16” x 12” x 8” - 41cm x 31cm x 20 cm. SRP CAD: $49.97  
www.heys.com

**Safe Skies TSA Luggage Locks Opened by Fingerprint**

Safe Skies has an agreement with the US Transportation Security Administration (TSA) to manufacture and distribute TSA-accepted luggage locks. Airport security (TSA) is trained to recognize these special locks, and instead of clipping during inspections, use master tools to open, inspect, and re-lock. Recognized in the US, UK, Canada, Israel, Switzerland, Germany, Australia, and New Zealand.  
347-200-9259 www.safeskieslocks.com

**Mancini Leather Goods Buffalo Collection**

Mancini top-grain oily waxy buffalo leather backpack for 15” laptop with RFID-secure pocket. 12.75” x 5.25” x 14.5” SKU: 99-5471. Colours: Black, Brown. SRP CAD: 339.99  
sales@mancinileather.com  
www.mancinileather.com

**Fashion Import Baggallini, anti-theft convertible backpack,**

**ANB357** SecurTexTM, anti-theft fabric, locking zippers, cut-resistant double cable strap construction, adjustable cut-proof shoulder strap (can be attached to post or chair), removable RFID wristlet has 3 card slots and holds multiple passports, pocket for battery pack, and holds most plus-size smart phones. 11.5"w x 12"h x 3"d – 15 oz. Black, ruby, stone. 514-270-6540  
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**ADB334** The beauty of natural canvas with the durability of Baggallini’s signature nylon. Five styles in a textured fabric with contrasting faux leather trim. Free removable RFID wristlet includes 3 card slots and room for a plus-size smartphone. Textured water-resistant fabric. Adjustable straps, lightweight, water-resistant material. Interior organization and multifunctional pockets. 10.5"w x 15.25"h x 4.75"d – 1 lb 3.5 oz. 514-270-6540  
www.fashion-import.com
Jeanne Lottie Mason Le 166 Lilac Leather Satchel. SRP: $248. 416-968-2299 www.jeanelottie.com

Clear Image Marketing Hedgren Inner City Faith Crossover RFID
Faith, the charming, compact crossover bag, features plenty of pockets for organization and safety, zippered back pockets for easy access, a security hook for the main compartment zipper, an adjustable shoulder strap, water-repellent coating, and RFID protection. SRP CAD: $79.99 905-689-3123 www.clearimagemarketing.ca

Travelon Anti-Theft Courier Tour Bag, Model #33305
This anti-theft bag features a roomy main locking compartment large enough to hold an iPad or tablet. It features a slash-resistant lockable strap, slash-resistant body panels, RFID-protected pocket, and mesh expansion water bottle pocket. SRP CAD: $84.50 www.travelonbags.com


Aleon Inc.
Aleon Classic Aluminum Domestic Carryon, Item #2155
Aleon’s patented 21" all-aluminum 4-wheel carryon with dual interior compression sleeves to keep belongings from shifting to help eliminate wrinkles. This carryon glides smooth and quiet on its dual quad wheels. Travel in confidence with Aleon’s 10-year limited warranty. SRP CAD: $650. marshall@aleoncase.com www.aleoncase.com
Simply put, Google Analytics is a small piece of free software that connects to your website to allow you to track the traffic to your website. Once you are set up, you can do a multitude of things, such as see where your visitors are located geographically and which pages and products generate the most interest, etc. You need a Gmail account to set it up, which is also free.

However, getting started on Google Analytics can be overwhelming, depending on your experience with technology and whether you understand the instructions. Here are three websites with step-by-step guidance. Choose one that seems the most clear to you.

**How to Set Up Google Analytics for Your Business Website**
https://quickbooks.intuit.com/ca/resources/website/how-to-set-up-google-analytics-for-your-business-website/

**Your Small Business Guide to Google Analytics**
https://www.headwaycapital.com/blog/small-business-guide-google-analytics/

**The Small Business Guide to Google Analytics**
https://www.simplybusiness.co.uk/microsites/google-analytics-guide/

Before you get too immersed in Google Analytics, however, check with your POS system provider. Some POS systems, like Lightspeed (see page 12), also offer analytics and have tech support to assist.

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**Fulton Umbrellas Super Slim-2 Bunny Buddies**

**Cabrelli Group Inc. Charlie Bravo Collection**
Fun, fresh, and affordable, the Charlie Bravo collection offers niche travel bags, accessories, and fashion rollerbriefs from casual to trendy. bags@cabrelli.net www.cabrelli.ca

**Landau Sacamoto Cabeau Evolution Travel Pillows**
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Samsonite Canada  B-Lite Icon collection
The next evolution of Samsonite’s iconic B-Lite collection has arrived! Still as lightweight as ever, this next generation showcases an innovative, fully adjustable pull handle you can easily adjust the height to wherever is most comfortable for you. SRP CAD: range (across 5 skus): $550 to $750 CAD. 800-265-4933 canada_cs@samsonite.com www.samsonite.ca

HOSTON INTERNATIONAL, TROCHI  Minimo  Clean and minimal design with vibrant colour selections. Anti-theft zipper and TSA combination lock for security-assured travel anywhere in the world. Interior cross ribbons for wrinkle-free packing plus a flexible divider pad and separate mesh pocket. Made of lightweight, durable ABS material. SRP CAD: 20” $149.99; 28” $199.99; set (20”+28”) $349.99. trochi@trochi.com www.trochi.com

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CHAMPS Soho Collection, 3 pcs Spinner Set
Champs Soho Collection is the perfect blend between style and practicality. With its stunning design and sleek lightweight construction, this luggage stands out on the carousel. SRP CAD: 799.97. 888-930-2222 www.champscanada.com

LUGGAGE LEATHERGOODS AND ACCESSORIES | BUYING GUIDE 2018/19 9
BEING unique

Doug Stephens, the Retail Prophet (retailprophet.com), is one of the world’s foremost retail industry futurists, the author of *Reengineering Retail* and *The Retail Revival*, and an advisor to some of the most respected brands. Stephens spends a lot of time travelling, from South and Central America to Australia and through Europe and Asia, and wherever he goes, he makes a point of seeing as much retail as he possibly can.

“To be honest with you, most of the best retail experiences I have around the world are with independent retailers,” says Stephens. “They’re small, in many cases kind of obscure, local brands, where the owner is very passionate about their business and about their category of merchandise. They take a very personal interest in curating the assortment of goods. They’re very intimate with their assortments and with their customers. They have carved out an experiential niche that’s really interesting.”

However, he adds, that’s certainly not the majority of retail that’s out there.

“I would say for every outstanding independent retailer I come across, there are probably — I don’t know, pick a number — 50 that aren’t so great.”

So as a retailer, how do you go from not so great to great?

“I don’t know that there’s a silver bullet. There’s no one-size-fits-all prescription for what to do, but ultimately, the best brands and retailers look very deeply into their customer experience as it is today, and they ask themselves a couple of fundamental questions. That is, along this journey that a consumer takes with me, from the moment they walk into my store or arrive on my website, what’s the typical experience they might be expecting? If I sell handbags or I sell shoes, what’s the typical experience that most consumers in the category get?”

“Then the question becomes, how can I engineer an experience in my brand that feels different, that is experientially more engaging, more personalized, more surprising, just overall more unique relative to alternatives in the marketplace?”

“We work with companies quite a bit in terms of helping them in an objective way map out what that journey currently looks like,” he says. “There’s a tendency sometimes to treat it with broad strokes.”

“But if you really zero in on each of those aspects of the experience — arriving at the store, navigating to what you’re interested in, gathering enough information to make a confident decision, checking out the experience after the sale — all of those moments may have dozens of micro-moments within them,” says Stephens.

Going through those micro-moments and zeroing in on pieces of that architecture may lead to ideas such as apps to navigate the store or links between Facebook and website reviews.

“You can start to ask those questions, because the architecture of the experience now is laid out in front of you,” says Stephens. “It’s a very difficult and laborious exercise, but still necessary.”
UNDERSTANDING your audience

Nicole Leinbach Reyhle, founder of RetailedMinded.com, a retail industry blog and publication, was a guest speaker at STORE 2018 last May. A key piece of advice from Reyhle for independent, brick-and-mortar retailers is to understand that the modern customer has changed.

"Retail creates experiences, and experiences are created within communities, and collectively, all of these details create environments that customers want to experience," says Reyhle. "So, while retail is certainly not going anywhere, it would be foolish of me to say, or foolish of any retailer to believe, that it’s not changing."

It is therefore important to identify and understand your target audience.

"Is it the Gen Z audience? Do you want it to be the Gen Z audience, because they’re now in the workforce, which means they have buying power, right? Is it a Millennial? Is it a Baby Boomer? Is it everybody in between that? In other words, who do you want to reach out to?"

"When you first look at who your audience really is, you can better support them in your overall strategy of communication, in general marketing efforts, and overall experience of the retail environment," says Reyhle.

While customer service is continuously talked about, she feels identifying and understanding target audience is often overlooked.

"And I think it’s fair to say that, as a retailer nowadays, you have to constantly be challenging yourself to up your game," says Reyhle.

Asked about how a traditional family-run businesses can keep pace with today's connected consumers, Reyhle says, it's okay to take baby steps, because the retail realities nowadays can be very overwhelming.

"There are, in fact, many, many touch points from a technology-based perspective," says Reyhle. "But we also need to remember that the human touch is the most influential. So, when you reflect on all the various points that can influence your brand or your business, you have to also remember that you, singular or as a team, are the most influential of your business."

When you are considering technology, ask how it can give you insight.

"For example, Google Analytics* is 100 per cent free, and through Google Analytics, you can identify what are the most clicks happening direct to your website or social media, or how customers are reacting to the emails you send out," says Reyhle. "Are they clicking through from those emails? Right there, you have a free resource that can begin those baby steps, if you will, of understanding technology and how to apply it to your business."

From there, you can start to apply more advanced technology, but it doesn't have to be complex, either.

"Fortunately, complexity is left to the technology businesses, and they developed it so it can be very user-friendly for retailers," says Reyhle. "And when you think about that, it allows brick-and-mortar stores who might be a little bit gun shy, so to speak, in terms of introducing technology to their business, to say, ‘Hey, I could do that,’ and that makes a huge difference in their application of and response to technologies."

*For more on Google Analytics, see page 8.
A big question to ask yourself is whether your POS system is doing all it could for you. Accepting and processing payments is why you got it in the first place, and surely it does that. But today’s POS systems are capable of so much more. LL&A talked to Lightspeed to find out what a modern POS system can offer — turns out, it’s pretty fantastic.

Lightspeed is a cloud-based POS and eCommerce solution for independent businesses. While Lightspeed can be found in more than 100 countries, it is headquartered in Montréal.

“We set out to develop a POS system that would help independent businesses achieve success,” says founder and CEO, Dax Dasilva. “It’s been about much more than transactions; we help entrepreneurs work smarter, make data-driven decisions, and create the best possible experience for their customers.”

Since Lightspeed’s first product hit the market in 2005, it has evolved into several industry-leading tools, including its own e-Commerce platform, Lightspeed Omnichannel, as well as a powerful analytics platform. Because Lightspeed is cloud-based, it expands on traditional POS capability by enabling retailers to sell anywhere, in-store and online.

“Numerous retailers have adapted to this type of technology because the modern shopper wants that 24/7 access to their favourite brands, including those selling luggage, leather goods, and accessories,” says Dasilva. “Lightspeed technology benefits retailers by removing barriers and creating a consistent experience for customers both in store and online, giving independent retailers the same agility as big-box retailers.”

Dasilva says Lightspeed works well for both high-inventory and low-inventory retailers and offers another benefit: inventory management.

“Lightspeed Retail shines when it comes to inventory management,” says Dasilva. “It was developed in close collaboration with retailers to handle complex back-office requirements like purchasing, costing, and tracking.”

He adds, that inventory is integrated between online and brick-and-mortar, so retailers can upload, tag, report, sell, bundle, and discount products both in store and online.

To use Lightspeed, Dasilva says you don’t need, “expensive and clunky hardware.” In fact, you probably already have the equipment you need.

“Lightspeed is an Apple Mobility Partner and works well with iOS,” says Dasilva. “In fact, this year, Lightspeed launched an integrated iOS solution with Intuit QuickBooks Online and Planday, which creates a centralized location for planning finances and organizing work schedules.”

Because it’s designed with mobile technology, this may be your opportunity to start using iPads as your sales hardware.

But you don’t have to use Apple — Lightspeed also works with PCs — and because it uses its own cloud-based software, you have unlimited access to inventory, sales data, and consumer profiles, in real time, from anywhere in the world, using your smartphone, iPad, or web browser.

As for those consumer profiles, you can track as little or as much customer information as you choose for use in a variety of ways: targeted email marketing, logging purchase histories, or loyalty programs. That’s what “data capture” means — and Lightspeed comes with its own analytics.

“The primary purpose of data collection is to improve customer experience by offering service catered to their interests — for example, allowing retailers to suggest a new accessory to match a previous luggage purchase,” says Dasilva. “Lightspeed Analytics simplifies the gathering of data, making it accessible, understandable, and actionable for business owners and store managers.”

Dasilva points out that data privacy regulations vary from country to country.

“Lightspeed is compliant with all data privacy laws and believes that personal information and how it is used is both our responsibility and the responsibility of our customers,” says Dasilva.

And the price is not prohibitive: Dasilva says retailers can use Lightspeed for approximately $99 a month.

“We provide software that’s designed for the reality of today’s business owner,” says Dasilva, noting that Lightspeed’s customers typically experience as much as 20 per cent growth in their first year. “Our mission is to bring cities and communities to life, and every employee and independent retailer is a key contributor to that idea.”
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Last May, the online classifieds site Canada Kijiji, part of the eBay Classifieds Group, announced the launch of a brand new business to their consumer portfolio: Kijiji for Business. Developed to address the needs of Canadian retailers and simultaneously improve the vibrancy of products in the Kijiji marketplace, Kijiji for Business offers independent retailers an opportunity to showcase their products online to an audience potentially in the millions.

Kijiji for Business retail solutions encompass three main product offerings. The first, Native Shopping Ads, are designed for typically larger retailers or brands with a product catalogue of over 500 products, says Paul Nowosad, Head of B2C Commercial Solutions at Kijiji. “This solution aligns well to other in-market opportunities today, such as Google Shopping, where the primary goal is to generate web traffic from Kijiji that will convert into potential buyers,” says Nowosad.

For sellers with fewer than 500 products, Kijiji offers both Performance Listings and Pay-As-You-Go traditional product listings.

“Performance Listings give sellers the opportunity to target their products to shoppers on Kijiji,” says Nowosad, explaining that they provide shoppers with detailed product information and photos. “Plus they provide sellers the opportunity to connect with shoppers through clarity of a seller’s offline store locations — multiple location support — and the store’s website link.”

Moreover, Performance Listings are powered by Kijiji’s bid-management system, Admarkt, which allows sellers to define their advertising budgets and control product visibility (geographic advertising reach).

The third option — Pay-As-You-Go — allows sellers who have met the category limit to continue to post Kijiji’s classic monthly listings. Nowosad explains: “Kijiji indexes products that are listed/advertised by sellers — consumers and businesses — on its website within product categories, such as sporting goods or furniture. Each category has a limit on the number of active product listings that a seller can post for free at any one time. The limit varies from category to category. For example, the number of active and free listings in the clothing category is 23, while the phones category is at six.”
Sellers who have a small group of products to sell or who want to focus on a narrow selection of their product catalogue — and who also prefer not to use the Performance Listings solution — can still sell using the traditional Kijiji ad-posting approach and pre-pay for any product listings beyond the free limit with Pay-As-You-Go.

“Kijiji’s traditional ad-posting solution is designed primarily to drive shoppers to connect with a seller through email or chat regarding the product’s availability, price, or seller location,” says Nowosad.

Nowosad says there has been a lot of enthusiasm and participation from Canadian retailers.

“Kijiji shoppers have always embraced the idea of online discovery leading to an in-person transaction — this shopping mindset is incredibly compatible in a retail industry where 92% of purchases and transactions occur in-store,” says Nowosad.

“Our approach is to create connections between buyers and sellers of all kinds — leading shoppers to both physical and online storefronts,” he adds. “We don’t tell sellers what products to sell, how to sell their products, or how to process a transaction, whether its in store, online, or both.”

With Kijiji, retailers maintain a direct connection with customers, something you don’t get with a transaction-driven website like Amazon.

“Products found on Amazon are sold only online, paid through Amazon, and require the seller to integrate with Amazon,” explains Nowosad. “Kijiji’s focus is to help Canadian shoppers discovery products they are looking for and connect those buyers to a seller’s own online or offline store for purchase.”

Getting started is easy and always with the full support of Kijiji personnel — and just like that, you’re selling in a marketplace.

According to Paul Nowosad, Head of B2C Commercial Solutions at Kijiji, these are the top three benefits for retailers who participate in Kijiji for Business:

**REACH:** “As of April 2018, Kijiji.ca is Canada’s most visited retail website with 147.8 million monthly visits — beating out the closest competitor by over 70 million visits.” In the same time period, Amazon.ca was at 76.2m monthly visits, Nowosad adds.

**CONNECT:** “All of our visitors are engaged shoppers… we only publish product listings that are relevant to a shoppers search… and Kijiji focuses on connecting our visitors with sellers offering these products.”

**VIBRANT SHOPPERS:** “Kijiji focuses on providing sellers reach to a large, vibrant shopper community and allows a seller to promote their products and their value to generate sales. Kijiji shoppers define value in all sorts of ways: convenience, price, location, etc. Kijiji is a marketplace for all types of buyers and sellers.”
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Toll: 1-877-488-4397
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Every retailer knows the value of a great employee. Someone who is reliable, capable, and interested in learning about your store and your products. Someone who is a natural at customer service: courteous, helpful, attentive. Someone who understands cross selling and has a knack for seeing sales through to a successful close. Someone who stays.

Okay, so maybe it feels like an impossible dream when retail has such high turnover rates. In Retail Jobs 101: How to Hire, Train, and Retain the Right Employees, Humayun Khan lists results from a Hay Group survey:

- 26% of retailers said their employee turnover costs have increased.
- Retailers averaged 67% turnover for part-time employees.
- 74% of retailers said their workers leave for better opportunities, rather than higher salaries.

Not only do you have to find good people who will stay — you have give people a job worth staying for. While it may not always be about the money, it might be about the hours.

In How to Hire Great Retail Employees, retail expert Bob Phibbs suggests hiring people to work more hours and work more shifts.

“While most retailers think they should hire lots of part-timers to maximize their flexibility, that often means you have more employees who are disengaged from your brand’s success,” says Phibbs. “That’s because if they are working two, three, or four jobs, they don’t have the time to settle into your culture. In fact, they may be bringing another culture to your own — which may not be good.”

Offering more hours may also increase loyalty to you because the job has a higher financial value.

Also, remember that interviews go both ways. Phibbs
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says you need to “sell” potential hires on why your store is a great place to work.

“It’s not enough to grill new applicants — you have to sell them,” says Phibbs. “Talk about your history, how you view the environment you have created for your customers, what remarkable service looks like, how you want customers to feel and what your management style is. This is one of the most forgotten aspects of hiring. The truly great applicants will see how you are a fit for their personal style of working and be more inclined to take a job, should you decide to offer it to them.”

When it comes to reviewing resumes, you may want to bump skills and experience down a notch on the priority list.

“When hiring associates, consider focusing on their attitude first,” says Francesca Nicasio in Retail Customer Service: 7 Tips for Providing Exceptional Shopper Support In-Store. “Skills and experience are important but know that as long as someone is trainable and has a natural service-based disposition, they will perform better than a skilled employee who doesn’t have the right attitude.”

Nicasio references Bruce Nordstrom, former chairman of Nordstrom, who famously said, “We can hire nice people and teach them to sell, but we can’t hire salespeople and teach them to be nice.”

Gloria Kopp, in Retail Next’s 5 Retail Customer Service Tips to Grow Sales, echoes this and says most people can be taught the skills needed in a retail environment.

“However, it is not as easy at all to teach people how to be friendly, warm, or engaging,” says Kopp. “If you hire people based on their attitude and personality and teach them how to do the job, rather than hire people who already know how to do the job but might not fit into your desired store shopping experience, you’ll see your sales increase.”

How you train your staff can help them get intrinsically motivated in the training process. Khan offers some great tips, starting with listen more than you talk.

“Doing the reverse makes you sound like a know-it-all who isn’t open to suggestions, ideas, or new ways of doing things,” says Khan.

The next tip: understand their motivation.

“People are encouraged to do better at their job for all sorts of reasons,” says Khan. “Some motivators are extrinsic — salary, commission, perks — and some are intrinsic — skill mastery, autonomy, and learning new things — so it’s fair to say that if you treat everyone the same, you’ll get less than ideal results.”

Third tip: help them learn.

“People make mistakes. You’ve made them and your employees will make them,” says Khan. “Rather than ‘losing it’ or blaming them, consider helping them reflect on their actions, what went wrong, and what could be done differently the next time around for improved results.”

Because training is so critical, Kopp suggests breaking training into modules to help new staff take everything in and to serve as refresher sessions for current staff. She adds, that because the blocks are short, you can better accommodate staff availability. Spreading out the modules allows you to assess what people remember from previous sessions and what they may need to focus on.

And finally, once you have hired someone, you might want to create what Khan calls an "advancement roadmap."

“As the [Hay] statistics demonstrate, employees leave for better opportunities, not necessarily better pay,” says Khan. “So, consider outlining an advancement plan to help employees see future opportunities within your company and envision where they could be in a given period of time.”

Providing regular feedback is also important — and not just for performance reviews or to discuss a raise. “It’s important to have a regular check-in to provide feedback and obtain your employee’s opinions and concerns consistently,” says Khan.

Finally, create an environment of trust and transparency. “Making yourself available to connect with your employees through an ‘open-door’ policy or carrying an approachable demeanor will go a long way towards winning your employees over and getting them to stick around,” says Khan.

Sources:


### Travel

#### Luggage & Backpacks

##### Smart luggage
- **Bluetooth**
  - Heys International Ltd.  
  - Hontus Ltd.  
  - Hoston International Trade Ltd.
- **Charger**
  - Heys International Ltd.  
  - Hontus Ltd.  
  - Hoston International Trade Ltd.  
  - TP – Holiday Group Limited  
  - Travelway Group Int’l Inc.
- **Tracking**
  - Heys International Ltd.  
  - Hontus Ltd.
- **Apps**
  - Heys International Ltd.  
  - Hontus Ltd.
- **Other**
  - Heys International Ltd.  
  - Hontus Ltd.

##### Backpacks (with wheels)
- **CANVAS**
  - Honton International Trade Ltd.
- **Nylon**
  - Champs  
  - Derek Alexander Group  
  - Eye Spy Accessories Inc  
  - Heys International Ltd.  
  - Hoston International Trade Ltd.  
  - ISA of Canada Ltd.  
  - Jeanne Lottie’s Fashion Inc.  
  - Meade Ray Int’l/CBM  
  - Samboro Luggage (Canada) Corp.  
  - Samsonite Canada Inc.  
  - Targus  
  - Travelway Group Int’l Inc.
- **Polyester**
  - Champs  
  - Derek Alexander Group  
  - Eye Spy Accessories Inc  
  - Heys International Ltd.  
  - Hoston International Trade Ltd.  
  - ISA of Canada Ltd.  
  - Jeanne Lottie’s Fashion Inc.  
  - Landau Sacamoto Inc.  
  - Samboro Luggage (Canada) Corp.  
  - Samsonite Canada Inc.  
  - TP – Holiday Group Limited  
  - Travelon  
  - Travelway Group Int’l Inc.  
  - Leather  
  - Champs  
  - Derek Alexander Group  
  - Eye Spy Accessories Inc  
  - Heys International Ltd.  
  - ISA of Canada Ltd.  
  - Jeanne Lottie’s Fashion Inc.  
  - Landau Sacamoto Inc.  
  - Mancini Leather Goods Inc.  
  - Meade Ray Int’l/CBM  
  - Samsonite Canada Inc.  
  - TP – Holiday Group Limited  
  - Travelon  
  - Travelway Group Int’l Inc.

##### Check-in luggage
- **Polyester**
  - Champs  
  - Eye Spy Accessories Inc  
  - Heys International Ltd.  
  - ISA of Canada Ltd.  
  - Landau Sacamoto Inc.  
  - Samsonite Canada Inc.  
  - Mancini Leather Goods Inc.  
  - Meade Ray Int’l/CBM  
  - Samsonite Canada Inc.  
  - TP – Holiday Group Limited  
  - Travelon  
  - Travelway Group Int’l Inc.

### Luggage, Leathergoods and Accessories...

**Smart luggage**

- **Bluetooth**
  - Heys International Ltd.
  - Hontus Ltd.
  - Hoston International Trade Ltd.
- **Charger**
  - Heys International Ltd.
  - Hontus Ltd.
  - Hoston International Trade Ltd.
  - TP – Holiday Group Limited
  - Travelway Group Int’l Inc.
- **Tracking**
  - Heys Internation.
  - Hontus Ltd.
- **Apps**
  - Heys International Ltd.
  - Hontus Ltd.
- **Other**
  - Heys International Ltd.
  - Hontus Ltd.

**Backpacks (with wheels)**

- **CANVAS**
  - Honton International Trade Ltd.
- **Nylon**
  - Champs
  - Derek Alexander Group
  - Eye Spy Accessories Inc
  - Heys International Ltd.
  - Hoston International Trade Ltd.
  - ISA of Canada Ltd.
  - Jeanne Lottie’s Fashion Inc.
  - Meade Ray Int’l/CBM
  - Samboro Luggage (Canada) Corp.
  - Samsonite Canada Inc.
  - Targus
  - Travelway Group Int’l Inc.
- **Polyester**
  - Champs
  - Derek Alexander Group
  - Eye Spy Accessories Inc
  - Heys International Ltd.
  - ISA of Canada Ltd.
  - Jeanne Lottie’s Fashion Inc.
  - Landau Sacamoto Inc.
  - Samboro Luggage (Canada) Corp.
  - Samsonite Canada Inc.
  - TP – Holiday Group Limited
  - Travelon
  - Travelway Group Int’l Inc.
- **Leather**
  - Champs
  - Hoston International Trade Ltd.
  - Jeanne Lottie’s Fashion Inc.
- **Polyester**
  - Fashion Import
  - Heys International Ltd.
  - ISA of Canada Ltd.
  - Samboro Luggage (Canada) Corp.
  - Samsonite Canada Inc.
  - TP – Holiday Group Limited
  - Travelon
  - Travelway Group Int’l Inc.
Mancini Leather Goods Inc.
Samboro Luggage
(Canada) Corp.
Samsonite Canada Inc.
TP – Holiday Group Limited
Travelway Group Int'l Inc.

- NYLON
- LEATHER
- ALUMINUM
- POLYCARBONATE
ACI Brands Inc.
Aleon Case Inc.
Fashion Import
Aluminum
Travelway Group Int'l Inc.

Specialty Bags
- BEACH
ACI Brands Inc.
Cabrelli Inc.
Derek Alexander Group
Fashion Import
Heys International Ltd.
Hontus Ltd.
Hoston International Trade Ltd.
ISA of Canada Ltd.
Landau Sacamoto Inc.
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Samsonite Canada Inc.

- LeATHER
- FOLDABLE
  CARRY-ALL BAG
ACI Brands Inc.
Champs
Clear Image Marketing and Promotions Inc.
Derek Alexander Group
Fashion Import
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Hontus Ltd.
Hoston International Trade Ltd.
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Samsonite Canada Inc.

- NYLON
- SPORTS BAGS/
  DUFFLES
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- POLYCARBONATE
- ELEcTRICAL
  ADAPTERS
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- PVC
- ELECTRICAL
  CONVERTERS
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- METAL
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  KITS
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- HYBRIDS-NYLON/
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- TRAVELER
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- METAL
### Personal items

- **CURRENCY EXCHANGER**
  - Fashion Import
  - TP – Holiday Group Limited

- **FOLDING CANES**
  - ISA of Canada Ltd.
  - Travelon

- **TRAVEL/INFLATABLE PILLOWS**
  - ACI Brands Inc.
  - Champs
  - Clear Image Marketing and Promotions Inc.
  - Fashion Import
  - Heys International Ltd.
  - Hontus Ltd.
  - Hoston International Trade Ltd.
  - ISA of Canada Ltd.
  - Landau Sacamoto Inc.
  - Samsonite Canada Inc.
  - TP – Holiday Group Limited
  - Travelon

- **MOTION SICKNESS BANDS**
  - Clear Image Marketing and Promotions Inc.
  - Fashion Import
  - TP – Holiday Group Limited
  - Travelon

- **MOTION SICKNESS REMEDY**
  - Fashion Import
  - TP – Holiday Group Limited

- **ANTIBACTERIAL PRODUCTS**
  - Fashion Import
  - Travelon

- **SLEEP/EYE MASKS**
  - ACI Brands Inc.
  - Clear Image Marketing and Promotions Inc.
  - Fashion Import
  - Heys International Ltd.
  - ISA of Canada Ltd.
  - Samsonite Canada Inc.
  - TP – Holiday Group Limited
  - Travelon

- **TOOTHBRUSH HOLDERS**
  - ACI Brands Inc.
  - Clear Image Marketing and Promotions Inc.
  - Fashion Import
  - ISA of Canada Ltd.
  - Travelon

### Travel/Containers

- **TRAVEL CONTAINERS**
  - ACI Brands Inc.
  - Clear Image Marketing and Promotions Inc.
  - Fashion Import
  - Heys International Ltd.
  - ISA of Canada Ltd.
  - Samsonite Canada Inc.
  - TP – Holiday Group Limited
  - Travelon

- **MAP CASES**
  - Fashion Import
  - Heys International Ltd.

- **PASSPORT CASES (W/RFID)**
  - ACI Brands Inc.
  - Champs
  - Clear Image Marketing and Promotions Inc.
  - Derek Alexander Group
  - Eye Spy Accessories Inc.
  - Fashion Import
  - Heys International Ltd.
  - Hontus Ltd.
  - ISA of Canada Ltd.
  - Mancini Leather Goods Inc.
  - Meade Ray Int/CM
  - Leather Goods Inc.
  - Samsonite Canada Inc.
  - TP – Holiday Group Limited
  - Travelon

- **PASSPORT CASES (W/O RFID)**
  - ACI Brands Inc.
  - Champs
  - Fashion Import
  - Heys International Ltd.
  - Hontus Ltd.
  - Jeanne Lottie's Fashion Inc.
  - Meade Ray Int/CM
  - Leather Goods Inc.
  - Samsonite Canada Inc.
  - TP – Holiday Group Limited
  - Travelon

- **EYEGLASS CASES**
  - ACI Brands Inc.
  - Heys International Ltd.
  - Jeanne Lottie's Fashion Inc.

- **JEWELLERY CASES**
  - ACI Brands Inc.
  - Derek Alexander Group
  - Fashion Import
  - Heys International Ltd.
  - ISA of Canada Ltd.
  - TP – Holiday Group Limited
  - Travelon

- **LIPSTICK CASES**
  - Fashion Import
  - Heys International Ltd.

- **MANICURE SETS**
  - ACI Brands Inc.
  - Big Brands Inc.
  - TP – Holiday Group Limited

- **SHAVING KITS**
  - ACI Brands Inc.
  - Big Brands Inc.
  - Heys International Ltd.
  - ISA of Canada Ltd.
  - TP – Holiday Group Limited
  - Travelon

- **TOILET SEAT COVERS**
  - TP – Holiday Group Limited

- **PRESSURE REDUCING EAR PLUGS**
  - Clear Image Marketing and Promotions Inc.
  - Fashion Import
  - Heys International Ltd.
  - ISA of Canada Ltd.
  - TP – Holiday Group Limited
  - Travelon

- **NOISE REDUCING EARPLUGS**
  - Clear Image Marketing and Promotions Inc.
  - Fashion Import
  - Heys International Ltd.
  - ISA of Canada Ltd.
  - TP – Holiday Group Limited
  - Travelon

- **PILL BOXES & CONTAINERS**
  - ACI Brands Inc.
  - Fashion Import
  - Heys International Ltd.
  - ISA of Canada Ltd.
  - TP – Holiday Group Limited
  - Travelon

- **STAIN REMOVERS**
  - Fashion Import

### Clothing Care

- **CLOTHES LINES**
  - Champs
  - Clear Image Marketing and Promotions Inc.
  - Fashion Import
  - ISA of Canada Ltd.
  - Travelon

- **INFLATABLE HANGERS**
  - Fashion Import
  - ISA of Canada Ltd.
  - TP – Holiday Group Limited
  - Travelon

- **LAUNDRY BAGS/PRODUCTS**
  - Fashion Import
  - Heys International Ltd.
  - ISA of Canada Ltd.
  - Travelon

- **SEWING KITS**
  - Clear Image Marketing and Promotions Inc.

- **SHOE HOLDERS**
  - Champs
  - Clear Image Marketing and Promotions Inc.
  - Derek Alexander Group
  - Heys International Ltd.
  - Travelon

- **WRINKLE RELAXANTS**
  - Fashion Import

- **PACKING SYSTEMS**
  - Champs
  - Clear Image Marketing and Promotions Inc.
  - Fashion Import
  - Heys International Ltd.
  - ISA of Canada Ltd.
  - Samsonite Canada Inc.
  - TP – Holiday Group Limited
  - Travelon

- **STAIN REMOVERS**
  - Fashion Import
### Security
- **ANTI THEFT HAND & TRAVEL BAGS**
  - Champs
  - Fashion Import
  - Heys International Ltd.
  - Hoston International Trade Ltd.
  - TP – Holiday Group Limited
- **CASH SAFES**
  - Clear Image Marketing and Promotions Inc.
  - Fashion Import
  - Travelon
- **LUGGAGE ID TAGS**
  - ACI Brands Inc.
  - Champs
  - Clear Image Marketing and Promotions Inc.
  - Derek Alexander Group
  - Eye Spy Accessories Inc
  - Fashion Import
  - Heys International Ltd.
  - Hostus Ltd.
  - ISA of Canada Ltd.
  - Samsonite Canada Inc.
  - TP – Holiday Group Limited
- **LUGGAGE LOCKS**
  - ACI Brands Inc.
  - Champs
  - Clear Image Marketing and Promotions Inc.
  - Derek Alexander Group
  - Eye Spy Accessories Inc
  - Fashion Import
  - Heys International Ltd.
  - Hostus Ltd.
  - ISA of Canada Ltd.
  - Samsonite Canada Inc.
  - TP – Holiday Group Limited
  - **TRACKING DEVICE FOR LOST LUGGAGE**
  - Heys International Ltd.
  - **LUGGAGE COVERS**
  - ACI Brands Inc.
  - Clear Image Marketing and Promotions Inc.
  - Derek Alexander Group
  - Eye Spy Accessories Inc
  - Fashion Import
  - Heys International Ltd.
  - Hostus Ltd.
  - ISA of Canada Ltd.
  - Samsonite Canada Inc.
  - **OTHER**
  - Big Brands Inc. (travel size health, beauty, OTC)

### Luggage accessories
- **CARTS**
  - ACI Brands Inc.
  - Champs
  - Clear Image Marketing and Promotions Inc.
  - Fashion Import
  - Heys International Ltd.
  - Hostus Ltd.
  - ISA of Canada Ltd.
  - Samsonite Canada Inc.
  - **LEATHER**
    - Derek Alexander Group
    - Eye Spy Accessories Inc
    - Fashion Import
    - ISA of Canada Ltd.
    - Samsonite Canada Inc.
  - **OTHER**
    - Big Brands Inc. (travel size health, beauty, OTC)

### BUSINESS

#### Business Cases (with or w/o computer depart and/or wheels)
- **CANVAS**
  - Champs
  - Meade Ray International
  - TP – Holiday Group Limited
  - Travelon
  - Travelway Group Int’l Inc.
- **POLYESTER**
  - Cabrelli Inc.
  - Champs
  - Clear Image Marketing and Promotions Inc.
  - Eye Spy Accessories Inc
  - Fashion Import
  - Heys International Ltd.
  - ISA of Canada Ltd.
  - Samsonite Canada Inc.

#### SCALES
- ACI Brands Inc.
- Champs
- Clear Image Marketing and Promotions Inc.
- Fashion Import
- Heys International Ltd.
- Hostus Ltd.
- ISA of Canada Ltd.
- Samsonite Canada Inc.
- TP – Holiday Group Limited
- **RFID PROTECTION/ GUARDS**
  - ACI Brands Inc.

### ADDITIONAL PRODUCT LISTINGS
- **SCALES**
  - ACI Brands Inc.
  - Champs
  - Clear Image Marketing and Promotions Inc.
  - Fashion Import
  - Heys International Ltd.
  - Hostus Ltd.
  - ISA of Canada Ltd.
  - Samsonite Canada Inc.
  - TP – Holiday Group Limited
  - **DIGITAL SCALES**
    - ACI Brands Inc.
    - Champs
    - Clear Image Marketing and Promotions Inc.
    - Fashion Import
    - Heys International Ltd.
    - Hostus Ltd.
    - ISA of Canada Ltd.
    - Samsonite Canada Inc.
    - TP – Holiday Group Limited
    - **LEATHER**
      - Derek Alexander Group
      - Eye Spy Accessories Inc
      - Fashion Import
      - ISA of Canada Ltd.
      - Samsonite Canada Inc.
    - **OTHER**
      - Big Brands Inc. (travel size health, beauty, OTC)

### ADDITIONAL PRODUCT LISTINGS
- **SCALES**
  - ACI Brands Inc.
  - Champs
  - Clear Image Marketing and Promotions Inc.
  - Fashion Import
  - Heys International Ltd.
  - Hostus Ltd.
  - ISA of Canada Ltd.
  - Samsonite Canada Inc.
  - TP – Holiday Group Limited
  - **DIGITAL SCALES**
    - ACI Brands Inc.
    - Champs
    - Clear Image Marketing and Promotions Inc.
    - Fashion Import
    - Heys International Ltd.
    - Hostus Ltd.
    - ISA of Canada Ltd.
    - Samsonite Canada Inc.
    - TP – Holiday Group Limited
    - **LEATHER**
      - Derek Alexander Group
      - Eye Spy Accessories Inc
      - Fashion Import
      - ISA of Canada Ltd.
      - Samsonite Canada Inc.
    - **OTHER**
      - Big Brands Inc. (travel size health, beauty, OTC)
ISA of Canada Ltd.
Samboro Luggage (Canada) Corp.
Travelway Group Int’l Inc.
- HYBRIDS- NYLON/ POLY
ACI Brands Inc.
Fashion Import
Heys International Ltd.
Travelway Group Int’l Inc.
- TSA-AIRPORT SECURITY
FRIENDLY CASES/ RFID
ACI Brands Inc.
Cabrelli Inc.
Fashion Import
Heys International Ltd.
Hontus Ltd.
Mancini Leather Goods Inc.
Samsonite Canada Inc.
Targus
TP – Holiday Group Limited
- Portfolios
- CANVAS
Champs
Hoston International Trade Ltd.
Meade Ray International
Travelway Group Int’l Inc.
- POLY/ NYLON
Cabrelli Inc.
Champs
Clear Image Marketing and Promotions Inc.
Derek Alexander Group
Eye Spy Accessories Inc
Hoston International Trade Ltd.
ISA of Canada Ltd.
Meade Ray Int’l/CBM
Leather Goods Inc.
Samboro Luggage (Canada) Corp.
Travelway Group Int’l Inc.
- LEATHER
ACI Brands Inc.
Derek Alexander Group
Eye Spy Accessories Inc
ISA of Canada Ltd.
Mancini Leather Goods Inc.
Meade Ray Int’l/CBM
Leather Goods Inc.
TP – Holiday Group Limited
Travelway Group Int’l Inc.
- VINYL
Champs
Meade Ray Int’l/CBM
Leather Goods Inc.
Samboro Luggage (Canada) Corp.
TP – Holiday Group Limited
Travelway Group Int’l Inc.
- Business Accessories
- CELL PHONE CASES
Cabrelli Inc.
Derek Alexander Group
Eye Spy Accessories Inc
Heys International Ltd.
Meade Ray Int’l/CBM
Leather Goods Inc.
Targus
TP – Holiday Group Limited
Travelon
- IPAD/ PHONE CASES
Cabrelli Inc.
Clear Image Marketing and Promotions Inc.
Derek Alexander Group
Heys International Ltd.
Meade Ray Int’l/CBM
Leather Goods Inc.
Samsonite Canada Inc.
Targus
TP – Holiday Group Limited
- LAPTOP POUCHES
ACI Brands Inc.
Cabrelli Inc.
Derek Alexander Group
Eye Spy Accessories Inc
Fashion Import
ISA of Canada Ltd.
Mancini Leather Goods Inc.
Samsonite Canada Inc.
Targus
TP – Holiday Group Limited
Travelway Group Int’l Inc.
- BUSINESS CARD HOLDERS
ACI Brands Inc.
Cabrelli Inc.
Derek Alexander Group
Eye Spy Accessories Inc
Fashion Import
Meade Ray Int’l/CBM
Leather Goods Inc.
TP – Holiday Group Limited
- WRITING INSTRUMENTS
ACI Brands Inc.
ISA of Canada Ltd.
WALLETS, MEN
- BILLFOLDS/ TRIFOLDS/ SLIM FOLD (W/RFID)
ACI Brands Inc.
Champs
Clear Image Marketing and Promotions Inc.
Derek Alexander Group
Eye Spy Accessories Inc
Fashion Import
ISA of Canada Ltd.
Mancini Leather Goods Inc.
Meade Ray Int’l/CBM
Leather Goods Inc.
Samsonite Canada Inc.
TP – Holiday Group Limited
Travelon
- BILLS/ TRIFOLDS/ SLIM FOLD (W/O RFID)
Champs
Fashion Import
Mancini Leather Goods Inc.
Meade Ray Int’l/CBM
Leather Goods Inc.
Samsonite Canada Inc.
TP – Holiday Group Limited
- KEY CASES/ COBS
Champs
Clear Image Marketing and Promotions Inc.
Fashion Import
Heys International Ltd.
Jeanne Lottie’s Fashion Inc.
Landau Sacamoto Inc.
Mancini Leather Goods Inc.
Meade Ray Int’l/CBM
Leather Goods Inc.
TP – Holiday Group Limited
- WRISTLETS
Champs
Clear Image Marketing and Promotions Inc.
Fashion Import
Heys International Ltd.
Jeanne Lottie’s Fashion Inc.
Landau Sacamoto Inc.
Mancini Leather Goods Inc.
Meade Ray Int’l/CBM
Leather Goods Inc.
- CREDIT CARD CASES (W/ OR W/O RFID)
ACI Brands Inc.
Champs
Clear Image Marketing and Promotions Inc.
Derek Alexander Group
Eye Spy Accessories Inc
Fashion Import
Heys International Ltd.
ISA of Canada Ltd.
Mancini Leather Goods Inc.
Samsonite Canada Inc.
TP – Holiday Group Limited
Travelon
- FULL-SIZED WALLETS (W/RFID), WOMEN
Champs
Clear Image Marketing and Promotions Inc.
Fashion Import
Jeanne Lottie’s Fashion Inc.
Landau Sacamoto Inc.
Mancini Leather Goods Inc.
Meade Ray Int’l/CBM
Leather Goods Inc.
TP – Holiday Group Limited
- CREDIT CARD CASES (W/O RFID)
Champs
Clear Image Marketing and Promotions Inc.
Fashion Import
Heys International Ltd.
Landau Sacamoto Inc.
Mancini Leather Goods Inc.
Meade Ray Int’l/CBM
Leather Goods Inc.
www.llanda.com
FASHION ACCESSORY

Evening Bags
- BEADED
  ACI Brands Inc.
  Heys International Ltd.
  Jeanne Lottie’s Fashion Inc.
  Landau Sacamoto Inc.
  Meade Ray Intl/CM
  Leather Goods Inc.
- EXOTIC
  Heys International Ltd.
  Jeanne Lottie’s Fashion Inc.
  Landau Sacamoto Inc.
- FABRIC/SYNTHETIC
  ACI Brands Inc.
  Derek Alexander Group
  Heys International Ltd.
  Jeanne Lottie’s Fashion Inc.
  Landau Sacamoto Inc.
  Meade Ray Intl/CM
  Leather Goods Inc.
  Samsonite Canada Inc.
  Travelon
- LEATHER
  Derek Alexander Group
  Heys International Ltd.
  Jeanne Lottie’s Fashion Inc.
  Landau Sacamoto Inc.
  Samsonite Canada Inc.
- MESH
  ACI Brands Inc.
  Jeanne Lottie’s Fashion Inc.
  Landau Sacamoto Inc.
- METAL
  ACI Brands Inc.
  Jeanne Lottie’s Fashion Inc.
  Landau Sacamoto Inc.
- PATENT
  ACI Brands Inc.
  Heys International Ltd.
  Jeanne Lottie’s Fashion Inc.
  Landau Sacamoto Inc.
- SILK
  Jeanne Lottie’s Fashion Inc.
  Landau Sacamoto Inc.
  Meade Ray Intl/CM
  Leather Goods Inc.
- SATIN
  ACI Brands Inc.
  Jeanne Lottie’s Fashion Inc.
  Landau Sacamoto Inc.
  Meade Ray Intl/CM
  Leather Goods Inc.
- VELVET
  ACI Brands Inc.
  Jeanne Lottie’s Fashion Inc.
  Landau Sacamoto Inc.
  Meade Ray Intl/CM
  Leather Goods Inc.
- FABRIC
  ACI Brands Inc.
  Clear Image Marketing and Promotions Inc.
  Fashion Import
  Jeanne Lottie's Fashion Inc.
  TP – Holiday Group Limited
- NYLON/POLY
  ACI Brands Inc.
  Cabrelli Inc.
  Clear Image Marketing and Promotions Inc.
  Derek Alexander Group
  Fashion Import
  Heys International Ltd.
  ISA of Canada Ltd.
  TP – Holiday Group Limited
  Travelon
- LEATHER
  ACI Brands Inc.
  Clear Image Marketing and Promotions Inc.
  Derek Alexander Group
  Fashion Import
  Heys International Ltd.
  ISA of Canada Ltd.
  TP – Holiday Group Limited
  Travelon
- LEATHER
  Champs
  Derek Alexander Group
  Fashion Import
  ISA of Canada Ltd.
  Heys International Ltd.
  Jeanne Lottie’s Fashion Inc.
  Mancini Leather Goods Inc.
- FABRIC
  ACI Brands Inc.
  Cabrelli Inc.
  Clear Image Marketing and Promotions Inc.
  Derek Alexander Group
  Fashion Import
  ISA of Canada Ltd.
  Heys International Ltd.
  Jeanne Lottie’s Fashion Inc.
  Mancini Leather Goods Inc.
- EXOTIC
  ACI Brands Inc.
  Jeanne Lottie’s Fashion Inc.
  Landau Sacamoto Inc.
  Meade Ray Intl/CM
  Leather Goods Inc.
- METAL
  ACI Brands Inc.
  Jeanne Lottie’s Fashion Inc.
  Landau Sacamoto Inc.
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  ACI Brands Inc.
Jeanne Lottie’s Fashion Inc.
Landau Sacramento Inc.

Belts, Men
  ▪ CANVAS
    ISA of Canada Ltd.
  ▪ COTTON
    Hoston International Trade Ltd.
  ▪ LEATHER
    ACI Brands Inc.
    Champs
    Clear Image Marketing and Promotions Inc.
    Meade Ray Int’l/CBM Leather Goods Inc.
    TP – Holiday Group Limited
    Travelon
  ▪ SYNTHETIC
    ACI Brands Inc.
    Champs
    ISA of Canada Ltd.
    Meade Ray Int’l/CBM Leather Goods Inc.
    Travelon

Hats
  ▪ FABRIC
    ACI Brands Inc.
    Cabrelli Inc.
  ▪ FELT
    ACI Brands Inc.
  ▪ KNIT SETS
    Cabrelli Inc.
    Meade Ray Int’l/CBM Leather Goods Inc.

Straw
  ▪ FABRIC
    ACI Brands Inc.
    Cabrelli Inc.
    Jeanne Lottie’s Fashion Inc.
    TP – Holiday Group Limited
  ▪ SYNTHETIC
    ACI Brands Inc.
    Cabrelli Inc.

Scarves/Pashminas/Shawls
  ▪ COTTON
    Cabrelli Inc.
    Meade Ray Int’l/CBM Leather Goods Inc.
  ▪ SILK
    Cabrelli Inc.
    Jeanne Lottie’s Fashion Inc.
  ▪ SYNTHETIC
    Cabrelli Inc.

Jeanne Lottie’s Fashion Inc.
Meade Ray Int’l/CBM Leather Goods Inc.
Travelon

Umbrellas and Raingear
  ▪ CHILDREN’S
    ACI Brands Inc.
    Clear Image Marketing and Promotions Inc.
    Fulton Umbrellas (Canada) Ltd.
    ISA of Canada Ltd.
  ▪ FOLDING
    ACI Brands Inc.
    Cabrelli Inc.
    Fulton Umbrellas (Canada) Ltd.
    ISA of Canada Ltd.
  ▪ GOLF
    ACI Brands Inc.
    Fulton Umbrellas (Canada) Ltd.
    Samsonite Canada Inc.
    TP – Holiday Group Limited
  ▪ PARASOLS
    ACI Brands Inc.
    Clear Image Marketing and Promotions Inc.
    Fulton Umbrellas (Canada) Ltd.
  ▪ STICK
    ACI Brands Inc.
    Cabrelli Inc.

PHILMAR FABRICS, INC. – SUPPLIERS OF MATERIALS FOR MANUFACTURERS
acetate | broadcloth | canvas | cotton | linen

Fulton Umbrellas (Canada) Ltd.
TP – Holiday Group Limited
TELESCOPIC
TP – Holiday Group Limited
RAIN HATS
ACI Brands Inc.
RAIN COATS
Fulton Umbrellas (Canada) Ltd.
TP – Holiday Group Limited

Gloves, Men
  ▪ LEATHER
    ACI Brands Inc.
    Champs
    Meade Ray Int’l/CBM Leather Goods Inc.
  ▪ SPORTS
    Meade Ray Int’l/CBM Leather Goods Inc.
  ▪ SYNTHETIC
    Champs
    Meade Ray Int’l/CBM Leather Goods Inc.

Gloves, Women
  ▪ LEATHER
    ACI Brands Inc.
    Champs
    Meade Ray Int’l/CBM Leather Goods Inc.
  ▪ SPORTS
    Meade Ray Int’l/CBM Leather Goods Inc.
    Travelon

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REGISTER AT
ALBERTAGIFTFAIR.ORG
IN THE OLD DAYS, great customer service was about friendly greetings and helpful, knowledgeable staff available to guide customers in making a purchase. That all seemed to change once smartphones entered the picture and made customers potentially "smarter" than your staff, in terms of knowing what is available and where, how and where it is made, and how much it costs.

Despite gloomy predictions, online shopping has not meant the end of brick-and-mortar stores, because, as it turns out, customers still like to deal with people when they shop — but they do want those store staff to be prepared.

According to a Salesforce survey, 53 per cent of millennial shoppers feel store associates do not have the tools they need to deliver great customer service. Does that mean giving your staff iPads? Maybe: 27 per cent of millennial shoppers agree that associates need mobile devices to provide automated product recommendations, and 29 per cent of millennial shoppers agree associates need mobile devices to look up a shopper's profile information, like past purchases. Even the boomers want staff more knowledgeable: 69 per cent of baby boomers say store staff need visibility into available inventory at other stores or warehouses if items are out of stock at their location.

"To meet and even exceed shoppers' expectations, retailers must empower their store associates with the right technology to meet these new customer needs," says Joanna Beerman, a writer for Salesforce.

And that may be so. The ability to immediately answer product questions, check inventory, make sales, and send payment receipts from a handheld device is rapidly becoming a customer expectation. And yet, 58 per cent of shoppers value personalized customer service in store and 63 per cent do not feel retailers know them. As much as technology assists, it doesn't replace human interaction.

Apple stores are a great example. When you walk in, staff — devices in hand — greet you with friendly smiles and are ready to listen with interest, understanding, and sometimes empathy. They provide sensible solutions and options, demo products (and give you space to try them out), and make sales without ever sending you to a lineup. Your receipt arrives immediately by email.

While that is the experience customers are getting used to, note that a huge part of the service is human interaction.

In Yamarie Grullon's article, "25 Simple Customer Service Tips All Retailers Should Try," she offers a great list of reminders, some of them obvious: smiling, saying thank you, focusing on the customer in front of you, staying present without hovering, being authentically friendly, and staying positive even if your feet are killing you. As retail owners, you know all those tips — even if you do have to remind your staff occasionally.
But Grullon offers a few others you may want to include in your next training discussion. For example, she says never say, “I don’t know.” “When you say, ‘I don’t know,’ your customer hears ‘I don’t care.’ Instead, when you truly don’t know the answer to your customer’s question, say, ‘Let me look into that’ — and then do whatever it takes to find the right answer or to turn your customer over to someone with the answer,” says Grullon.

Another great tip: put yourself in your customers’ shoes — empathize. “Understanding what your customer is feeling is key to forging the kind of bond that invites them to come back to your shop,” says Grullon. “Is your customer stressed because they need an outfit for a special occasion or a job interview? Are they exhausted from a long day?

Excellent people skills are essential when running a retail business. The more you relate to your customers and their emotional needs, the better experience they’ll have.” And here is a tip for managers: keep your staff up to date. "When you bring in new products, make sure everyone behind the counter gets to check them out before you offer them to your customers," says Grullon.

Having that product information makes them more knowledgeable and better prepared to help your customers make a purchase decision. So while it is true, customers do expect staff to know more — or be able to access information quickly — in-store customer service is still very much about friendly service and knowledgeable staff.

Sources:
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<th>Brand</th>
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Rochelier
Meade Ray Int’l/ CBM Leathergoods Inc.

Roots
Meade Ray Int’l/ CBM Leathergoods Inc.

Roots
TP-Holiday Group Limited

Samboro
Samboro Luggage (Canada) Corp.

Samsonite
Samsonite Canada Inc.

Sena
Targus Canada

SK Cross
Clear Image Marketing and Promotions Inc.

S-Kross
Travelway Group Int’l Inc.

Steve Madden
ACI Brands Inc.

Swiss Alps
TP-Holiday Group Limited

Swiss Gear
TP-Holiday Group Limited

Swiss Travel Gear
Travelway Group Int’l Inc.

Targus
Targus Canada

Tony Perotti
Fashion Import

Travelon
Travelon

Travelpro
TP-Holiday Group Limited

Trochi
Hoston International Trade Ltd.

Tru Virtu
Fashion Import

Wenger
TP-Holiday Group Limited

WestJet
Samboro Luggage (Canada) Corp.

**FASHION & PERSONAL ACCESSORIES/GIFTWARE**

4 Women Handbags
Landau Sacamoto Inc.

Aldo Crusher by Heys
Heys International Ltd.

Ali & Oax
ACI Brands Inc.

Anna Martina Franco
ACI Brands Inc.

Atlantic
TP-Holiday Group Limited

Bagallini
Fashion Import

Ben Sherman
ACI Brands Inc.

Beside-U
ISA of Canada Ltd.

Britto by Heys/Britto Kids
Heys International Ltd.

Bueno of California
Cabrelli Inc.

Buffalo
ACI Brands Inc.

Cabrelli & Co Fashion Executives
Cabrelli Inc.

Champs
Champs

Charlie Bravo
Cabrelli Inc.

Club Rochelier
Meade Ray Int’l/ CBM Leathergoods Inc.

Company by KGB
Landau Sacamoto Inc.

David Jones
TP-Holiday Group Limited

Derek Alexander
Derek Alexander Group

Disney
C.B.M. Inc.

Emoji
C.B.M. Inc.

Epic Travel Gear
ISA of Canada Ltd.

Fernando by Heys
Heys International Ltd.

French Connection
Cabrelli Inc.

Fulton
Fulton Umbrellas (Canada) Ltd.

Go Travel
Clear Image Marketing and Promotions Inc.

Hedgren
Clear Image Marketing and Promotions Inc.

Heys/Heys International
Heys International Ltd.

Hontus Milano
Hontus Milano Group

Jeanne Lottie
Jeanne Lottie’s Fashion Inc.

Jon Burgerman by Heys
Heys International Ltd.

Journey by Heys
Heys International Ltd.

Kangol
ACI Brands Inc.

Kenneth Cole Reaction
ACI Brands Inc.

KGB Black Label
Landau Sacamoto Inc.

KGB Black Label
Landau Sacamoto Inc.

KGB Sport
Landau Sacamoto Inc.

KGB Studio
Landau Sacamoto Inc.

KGB Sun & Sand
Landau Sacamoto Inc.

Knirps
TP-Holiday Group Limited

Koltov
Cabrelli Inc.

Kooba
ACI Brands Inc.

Leo by Heys
Heys International Ltd.

LeSportsac
Fashion Import

Lilio
Fashion Import

Lipault
Samsonite Canada Inc.

Lottie DA
Jeanne Lottie’s Fashion Inc.

LOQI
Fashion Import

Mancini
Mancini Leather Goods Inc.

Marvel
C.B.M. Inc.

Mia Toro
Hontus Milano Group
Multisac
Cabrelli Inc.

Nautica
ACI Brands Inc.

Nicci
Meade Ray Int’l/
CBM Leathergoods
Inc.

Nine West
ACI Brands Inc.

Nygard
TP-Holiday
Group Limited

Perletti
Fashion Import Ltd.

Pink Lottie
Jeanne Lottie’s
Fashion Inc.

Pocket Socks
Fashion Import

Reflectek
TP-Holiday
Group Limited

Riccardo Guasco by Heys
Heys International Ltd.

Ricardo Beverly Hills
Luggage/ Handbags
Landau
Sacamoto Inc.

Rochelier
Meade Ray Int’l/
CBM Leathergoods
Inc.

Roots
Meade Ray Int’l/
CBM Leathergoods
Inc.

Roots
TP-Holiday
Group Limited

Rosetti
Landau
Sacamoto Inc.

Saccoo
Fashion Import

Samsonite
Samsonite
Canada Inc.

Simon Chang
TP-Holiday
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Landau
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Produced by:
CANADIAN GIFT
ASSOCIATION.
If you Google “retail email marketing tips,” an overwhelming selection of pages comes up. Here we have endeavoured to curate the most applicable tips for busy retailers.

According to the Nielsen Norman Group’s Email Newsletter Usability Report, 40 per cent of newsletter readers surveyed named the following topics valuable in a newsletter: work-related news or company actions; items about personal interests and hobbies; items about events, deadlines, and other important dates; and reports on prices or sales.

In other words, content matters — and sometimes coming up with content is really challenging.

Vertical Response offers some solid content tips in “7 golden steps to creating an effective email newsletter.” Ideas that may work well for you, include:

• Blog posts, your own or ones that you think will interest your customers, properly credited, of course;
• Tips, tactics, how-to’s, and tutorials, perhaps related to travel or packing;
• Store news, updates, improvements, new products, awards, volunteer or community projects;
• Customer reviews, fan photos, and testimonials;
• Contests and contest winners; and
• Upcoming sales and new product launches.

However, Vertical Response also strongly suggests you “lose the (sales) hype.”

“People like to be informed of sales, but selling shouldn’t be the main focus of an email newsletter — send your offers in promo-specific emails,” the post says. “Think of your newsletter as a trusted friend that your reader has let into their ‘home’ (i.e., the inbox)... If you want to plug a sale or a product in your newsletter, do so like a friend would: ‘Did you know we’re having a friends and family sale this Saturday? You can save 50 per cent!’ and leave it at that.”

Aside from newsletters and sales promotions, you can also use email to encourage reviews of product purchases and your store. Shopify’s “7 Tips for an Effective Email Marketing Strategy,” points to the “countless case studies highlighting the positive impact of product reviews” and suggests incentivizing customers to review the product they’ve bought via email.
My favourite tip is from Intelligent Retail, and one you can probably all relate to as email recipients yourselves: Don’t overdo it. Every small business is different, but if you send out emails too regularly and with the same content, your customers will get annoyed and they will unsubscribe. Could you blame them? Unless your business model is ‘deal a day,’ there’s no reason to send out daily or weekly updates. We recommend sending out communication once a month, once a season, or once a deal/special."

Anti-spam laws in Canada (CASL) and the US (CAN-Spam act) have made businesses more cautious about sending emails. However, it is important to note that while Canada and the US have been sharing online tools and platforms, mostly without issues, for many years, our anti-spam laws are not the same. Cyberimpact, a Canadian-based email-platform provider, looks at some of those differences in “Why Email Marketing is Different in Canada.”

A seemingly small but potentially significant difference is that in Canada, you must opt in to receive emails, while in the US, you have to opt out not receive emails. Moreover, if you send your emails in both English and French, you may want to check that your platform functionality (opt-in and unsubscribe links, subscription forms, footers, etc.) is also available in both languages.

Sources: Nielsen Norman Group, Email Newsletter Usability Report. https://www.nngroup.com/reports/email-newsletter-design/

“Continued on page 42"
Mark your calendars... IT’S ANOTHER SPRING SHOW

Once again, 2019’s Show will focus on OUR CORE INDUSTRY. We are Canada’s ONLY luggage and leathergoods show and we’re proud of it.

THIS YEAR, OUR RETAILERS IN ATTENDANCE WILL ENJOY:

• Exciting new products – exhibitors showcasing their fall introductions and spring/summer styles
• President’s Reception enjoy a beautiful cocktail party, comradery amongst your peers, and celebrate our 2019 award recipients!
• Vote for the “Best New Product of The Year” in our Product Display Area – designated for retailers only
• Show Specials Exclusively to those Attending
• Free on-floor demonstrations

DON’T MISS IT – Register NOW and stay up to date with what’s happening.

Don’t forget to follow the LLHA Show on LinkedIn and Instagram
MESSAGE FROM THE PRESIDENT:
Valued Members and Partners,

HAPPY HOLIDAYS!
As always, it's a pleasure to be writing to you. In the last year that I have been serving the LLHA members, esteemed retailers and suppliers as President, we have seen a lot of exciting developments. On your request, our show had a triumphant return to the spring season. I would like to thank everyone who participated and I hope to see you again in 2019. Additionally, we have added Mark Watson from Cananu Leather Goods to our Board of Directors. Please join me in extending him an enthusiastic warm welcome.

’TIS THE SEASON: Our busiest season is coming quickly. Kindly ensure that you contact your suppliers for any last-minute items needed for the holiday season.

SAVE THE DATE: The LLHA Show will be held April 28 and 29, 2019. Exhibitors, please confirm your attendance by reserving exhibit space and accommodation well in advance. Retailers, please don’t forget to book your flight in advance to save you time and money.

Tammy Mang, our Show Manager and Catherine Genge, General Manager and our entire Board of Directors are here to ensure that your LLHA experience is smooth and enjoyable. We would like to express our gratitude for your continued support of the LLHA Show. It is because of you that we continue to be the leading voice of the luggage industry in Canada.

On behalf of the LLHA Board of Directors, we would like to wish to you and your families a Merry Christmas, Happy Hanukah, Happy Kwanza and Happy Holidays. Have a great season and here's to a prosperous year ahead.

Warmest Regards,
Raffi Stepanian, President, LLHA
Continued from page 39

But while complying with CASL is already a concern, privacy laws have also entered the discussion. As of May 25, 2018, the European privacy law (GDPR) took effect, introducing other potentially significant differences between Canada, the US, and Europe. *(Note: if you have clients in Europe, check out Cyberimpact’s article “Cyberimpact helps Canadian businesses comply with the GDPR (European Privacy Law)” at https://www.cyberimpact.com/en/cyberimpact-helps-canadian-businesses-comply-gdpr/)*

Furthermore, with the recent political and tariff tensions between Canada and the US, privacy — or the possible lack of it — has been much in the news. It is something you might want to think about if you are using a cloud-based American platform for emails.

“There’s more and more talk about this in the media, and people are more and more concerned about where their personal information is and how is it used,” says Antoine Boncalzi, director of marketing for Cyberimpact. “Small businesses at least should know where that information is and to be able to say to their customers, ‘Don’t worry, all your information — your email address, your name, your purchase history — is in the hands of professionals, and it’s here in Canada, stored locally.’”

While using a Canadian-based email platform like Cyberimpact helps to ensure compliance with CASL and Canadian privacy laws (and now, too, the GDPR), you should be able to answer the following privacy-related questions no matter which email platform you are using.

- Where is this data circulated and where is it stored?
- Where is it saved within your organization?
- Where is it shared and where is it located on the cloud?
- Does GDPR apply?
- Are you in compliance with privacy laws?
- Is the data protected?

Boncalzi says no one is expecting retailers to be privacy experts, but that it’s a weight off retailers’ shoulders, “just to know that the information is here in Canada and all the Canadian privacy laws are in effect and protect their customers, and it’s not under a U.S. legislation that will be a bit more loose, and it’s not stored somewhere abroad.”

And finally, are you paying for your email platform in US or Canadian dollars? That may also matter more to you in the days to come.

Sources:

DON’T FORGET CASL

The transition period for CASL — Canada’s Anti-Spam Legislation — ended on July 17, 2017 and has been fully in effect for over a year. In general, CASL prohibits individuals and businesses from sending commercial email to Canadians without their consent.

Express consent is fairly clear: you have a stored record showing that someone has specifically opted in (by checking a box, for example) to receive messages from you. Express consent doesn’t expire unless the recipient tells you to unsubscribe them. Many Canadian companies are choosing a “double opt-in” to be very sure consent is clear.

Implied consent is murkier: someone has purchased a service or product or entered into a contract with you within the past two years, and it expires after those two years end unless there is ongoing communication. If someone just inquires about a product, implied consent expires after six months.

And always, whether with express or implied consent, the recipient must be clearly informed that they can unsubscribe at any time.

You are strongly encouraged to learn about CASL. You’ll find answers to just about any question you might have on the Government of Canada’s Anti-Spam Legislation website: http://fightspam.gc.ca.
INDUSTRY NEWS

**John Bros** (1958 – 2018) John started in the leather goods industry with Buxton in 1981. At that time, Buxton was a division of Cooper Canada and owned by the Cooper family. Buxton was eventually sold to Charron Industries, where John continued to work until he left to work briefly for Accessory Concepts.

In the early 90s, John joined Holiday Group and switched his focus from small leather goods to luggage, which proved to be the most enduring and successful part of his career. John worked at Holiday Group for 23 years as the Business Unit Manager of the Promotional Division. He remained at Holiday Group until 2015, when he retired to enjoy his time with family and friends.

He was widely known and respected in the industry, serving as the President and on the board of the LLHA Association from 1996-2001.

John was survived by two of his children, Erica and Kevin. Erica was a twin and her brother, Michael, died in infancy. John’s ashes will be interred at Michael’s grave. Erica and her husband Sam have a new baby girl, Valerie, who is now four months old. Valerie was the apple of John’s eye, and we are thankful he lived to spend some time with her. Kevin lives with his girlfriend, Cassie.

John and Sharon had been married for 35 years. John was highly regarded by everyone he worked with and was loved by all. He will be truly missed.

Condolences from the LL&A Magazine Team

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ANNOUNCEMENTS

JKS Sales Agency is happy to announce a move to: 3700 Griffith, Suite #120. Saint-Laurent, Quebec, H4T 2B3. They have moved to bigger and better location to accommodate the following lines they carry: Albee Accessories, Banka Imports, Cabrelli Group, Clear Image Marketing, Dynamic Worldwide, Importations Papillion, The Foundry, Modrec International, and Willand Outdoor. JKS Sales Agency looks forward to helping you grow your business with their range of products. Contact JKS Sales Agency at 514-748-9790 (office) or 514-244-5657 (cell).

Landau Sacamoto is pleased to announce they will be distributing the world famous Cabeau Evolution Travel Pillows for the Canadian market. New inventory will be available as of Sept 30. They are looking forward to serving the existing and new Cabeau customers. For more information, contact Landau Sacamoto Inc. at 800-295-7287 or info@landausacamoto.com.

LANDAU SACAMOTO

IMPORTANT SHOWS IN CANADA: JANUARY-MARCH 2019

<table>
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<tr>
<th>Show</th>
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<tr>
<td>Quebec Boot Show F/W</td>
<td>January 19-22</td>
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<td>Toronto Gift Show</td>
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<td>February 1-3</td>
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<td>Boucherville Shoe Show F/W</td>
<td>March 2-5</td>
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<tr>
<td>Trends Apparel Show</td>
<td>March 7-10</td>
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Insights into ATTITUDE:
A sampling of behavioural interview questions to ask potential employees

Tell me about a situation in which you have had to adjust to changes over which you had no control. How did you handle it?

Tell me about a time you were confused by a customer’s request. What steps did you take to clarify things?

When have you had to deal with an irate customer? What did you do? How did the situation end up?

Tell me about a time when you worked with a colleague who was not doing their share of the work. How did you handle it?

Describe a leadership role of yours outside of work. Why did you commit your time to it? How did you feel about it?

How do you prioritize projects and tasks when scheduling your time? Give me some examples.

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02 TSA Safe Skies’ customers are treated like VIPs. Providing the best and quickest service to our partners is our number one priority.

03 TSA Safe Skies’ lock factories are conveniently and strategically located throughout China, near luggage factories, ensuring fast and efficient supply chain servicing.

04 TSA Safe Skies delivers the best pricing compared to other luggage lock competitors.

05 TSA Safe Skies locks continue to be accepted and recognized by a growing number of security agencies worldwide.

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