JT&T Display - Common Questions/Objections

Can I purchase just the display hardware?
We offer displays as complete units. If the hardware was sold separately, most people would find it very cost prohibitive.

The XXX display is less expensive.
The JT&T Products display costs more because it has more. It features more products than most other displays in this category - over 400 SKUs. Plus, the cost of the display is actually less than the product included on the display. So, the hardware is effectively free and it ships free. When you consider this, the display is an excellent value.

Can I get mine with just one product per hook?
Merchandising research shows it is not ideal to have only one product per hook. Our experience backs this up. We have found that selling displays with only one product per SKU leads to stock outages and decreased sales. It also eliminates the need for initial back up inventory. We only offer the display with two products per hook.

Do you do custom displays? Can I change the product selection?
We only offer standard displays. Although we don't recommend it, once you get your display you can customize it if you want. We do strongly suggest you set it up as is and try it for a few months. The display and its product assortment has a well established track record of success. Most retailers find it works very well as offered.

I want to put these items on gondola / pegboard racks.
The display holds over 400 skus in a 3.5'x3.5' footprint. If you took these same items and put them on gondolas, it would fill 12' of space. Most find it is a better use of their valuable and limited retail space to use the JT&T line on the freestanding display. The display also costs less than the product itself, so a retailer could set up the display to try out, and if they decide later, could put on gondola, and not be out any money.

I don't have room.
The display uses 3.5x3.5" of floor space and packs has over 400 skus of high margin, fast moving products. If put on gondola pegboard, these items would occupy over 12' of space. The JT&T display is a very efficient use of floor space. Many retailers find they can make room, especially if they consider the space occupied by lower margin, slower moving products.

Can you provide a product cross so I can compare individual item pricing?
We do have part number crosses for several other companies in this category. However we don't feel it is worth the effort to compare line by line. You will find that JT&T is more expensive on some items, less on others, but in the general neighborhood all around. At the price point these items are at, customers aren't very price sensitive. They need a particular product for a repair or project, what is most important to them is that the retailer has it in stock, and it is a quality product. That is why we have focused on offering professional quality products and ensuring we carry sufficent inventory to maintain our 98%+ fill rate.

My customers don't buy these things.
Customers do buy these items, they are simply buying them elsewhere. Many retailers have had this opinion until they put it to the test and added a selection of wiring accessories. Nearly every time they have found that their customers do have a need for wiring products, and they have been missing out on valuable sales.

What is the set up time?
The displays come with the panels pre-built and pre-loaded with product. It can be done by one person, but installing the hook panels goes smoother with a helper. Set up time typically takes 30-45 minutes.

Can I get just the top ~50 selling items?
Customers value retailers that offer a complete selection in a category. 'Top sellers' are available in many locations. Customers will go out of their way to shop at places that they know will have the harder to find products. This is why we developed our display to hold over 400 skus. There will be some items that won't be fast movers for your customer, but having them available drives sales for the other, faster-moving, items.