

- > **Middle C Music**
Hosts annual Rock Band Camp
PAGE 18
- > **Daddy's Junky Music**
Unifies shredders for clinic series
PAGE 19
- > **Cascio Interstate Music**
Sponsors Summerfest stage
PAGE 20
- > **Guitar Center**
Crowns this year's blues king
PAGE 21



RETAIL

RESURRECTION DRUMS | BY JEFF CAGLE | PHOTO BY SPURLIN PHOTOGRAPHY

REZ GETS REBORN

Jeffrey Lee, owner of Resurrection Drums, planned to expand his business earlier this year, but the process didn't run as smoothly as he'd hoped. So, he did what he thought anyone would do. He improvised.

Last August, Lee had put the wheels in motion to move his Hollywood, Fla., dealership into a building he'd purchased, which previously housed a maintenance company. Feb. 1 was the target date. In the process, the building's office space was converted into lesson rooms and billing offices, and the warehouse was turned into a showroom. Then Lee put in the paperwork to convert the garage doors into a glass storefront. His local municipality said he needed to install hurricane-proof glass that could withstand a 240-mph impact.

"February 3rd was their 'worst case scenario' on when they would be able to put the glass in," Lee said. "It was fin-

Jeffrey Lee leads his drum business to its next iteration while staying married to service, lessons and high-touch marketing

ished on April 28. Thank God it was winter in South Florida because it was kind of an open-air store along one entire wall. We would just open the garage doors. A lot of people came in and said that it was really cool, but we made sure to tell them we were putting in glass."

Lee and his staff follow simple guidelines when selling drums and percussion to those people. They're honest in their



Jeffrey Lee

assessments, and they don't pressure people into buying. In fact, it's not uncommon for Lee to talk a potential customer out of purchasing a drum set if the person doesn't seem ready to take that step.

"Parents sometimes come in thinking we're going to try to sell them the world," he said. "They'll come in and say, 'We're here to buy little Johnny a drum set for his birthday.' And I'll say 'Great! Do you play in school?' 'No.' 'Church?' 'No.' 'Dad's a drummer?' 'No.' 'Has little Johnny ever played a drum set?' 'No.' Then I'll tell them to put their wallet away. 'Pick up some sticks, grab a pad and let's get him signed up for lessons.'

"You'll lose some sales that way and maybe a student here and there, but at the same time, those people will go home and say, 'That guy talked us out of buying drums.' And you'd be surprised how many people end up buying drums. The end of the rainbow would be us calling these [parents] in and saying, 'Watch little Johnny play a rock beat,' and he plays all four limbs on a drum set. By then,

they're ready to buy the whole store."

WARY OF INSTANT GRATIFICATION

Talking customers out of buying a drum set might seem irrational to some retailers, but Lee said he looks at it as a way to build trust for what will hopefully be a long-term customer relationship.

"You can't look for instant gratification in a niche business like drums," Lee said. "Customers might come in with their mind set on one thing, but we might turn them on to something else that's a better fit for them. Sometimes they leave confused because we told them about something else, but in the long run, they'll realize that we genuinely care about what they are doing and their progression in music."

Lee said he wants to make every part of the Resurrection Drums experience simple but memorable. He's wary of jumping head-first into e-commerce, though he has been growing the Resurrection Web site.

"We use online more as a means of

communication than as a sales supplement," he said. "I think people get nervous when it comes to buying things like drums online. I have a lot of compassion for people who take the time to get in their car and come into Resurrection Drums.

"When I do go online with some of the kits we have, I would never put a new one instantly online because I want to reward the people that come in and spend time with us [by giving them] the first shot at buying an old Gretsch kit that I found. That's an area I want to go into slowly."

LESS CATALOGS, MORE CLINICS

Drum marketing is something Lee saw as a trickle when he was a young boy that has oversaturated itself throughout the years. "I don't believe in over inundating people with catalogs," he said. "Whenever I'm somewhere that is offering music catalogs, I will sign up for them under my daughter's name and have them shipped to my home address. I could light bonfires with the amount of catalogs I have laying around.

"When I was a kid, any catalog I got with musical gear in it was so exciting that I would wear it out. I would carry it around with me for years. Now I get two or three a day. People are numb to that kind of advertising. You have to ask if it's really that beneficial."

Instead, Lee said he believes in more up-close-and-personal ways of inspiring young musicians. On top of his store's customer service efforts and lesson programs, he takes pride in clinics hosted at Resurrection Drums.

"Clinics infuse the desire for kids to want to practice and play drums," he said. "Kids will come in and be taking lessons from a great local drummer, but they freak out when they get the opportunity to see a top touring drummer up close and possibly get [his or her] autograph.

"When we have clinics, I'll even send a letter to other music shops and schools around town, and I've made it in such a way that they can take Resurrection Drums completely out of it. Because what's important is inspiring young musicians. That's what the focus of the entire music community should be, not just [promoting] music merchants. Clinics promote music to kids and give them a chance to see someone they look up to say, 'You can do this.'" **MI**

Reduce rental administrative costs?
Make it happen.

Upgrade your Website. www.retailup.com 800.691.8172

RETAIL UP!
Music

Morrell
Lap Steels

New Colors And Models For 2007!!

For the full line of Morrell Products
www.morrellmusic.com

2306 West State St. Bristol, TN. 37620
Phone : 1-800-545-5811 Fax : (423)968-5409
email : info@morrellmusic.com