

# THESOURCE

## buySMART

# DON'T GO OVERBOARD

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### GENERAL TIPS

We're trying to avoid overbuying because we have vendors who say, 'In order to keep your discount, you need to buy X amount of dollars per year.' Sometimes, that makes good financial sense because you would buy those products anyway, and you would order that much product from them regardless.

Where I find myself being very cautious is when I have a supplier or print music publisher who says, 'In order to give this discount, I need to pad this order.' We're really trying to get away from that philosophy.

I find myself saying, 'OK, I am going to lose my 50-percent discount with this publisher and go down to a 45-percent discount because I didn't order this much with them.' That's OK.

We also try to order for the period of our dating, too. So, for example, if we get 90-days dating, we order what we will sell in 90 days. We don't order what will sell in six months.

I'm also examining what our identity is and trying not to be all things to all customers. We focus on what we do and do that well.