



Pegasus Books International

22436 Sudcliff Lane
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Pegasus employees last month named Mark Smythe, of the Chicago store, as employee of the month.

Smythe's Mission

Smythe's sales were sky high (69% higher than last year), and so was his attitude. "People don't read enough anymore," says Smythe. "So I feel I have a mission, which is to direct customers to something interesting, exciting, and, well, readable."

Smythe thought the store was focussing too much on best sellers, so he convinced the manager to set up a display for employee favorites. Smythe named the display "WHAT WE'RE READING NOW" and invited other employees to put their choices on the rack.

The result? An overall 15% increase in store sales. Obviously, the eclectic tastes of the employees, several of whom are part-time students or musicians, appealed to the Chicago store's upscale market. Smythe directs browsers to the display whenever he notices what he calls "that searching look in the eye."

The Sales Details

"Maybe I've learned to see ordinary customers as more interesting people," Mark says. "Whatever, paying attention to browsers seems to have helped." For a look at Mark's sales performance this year, see the box called SALES GROWTH 93: MARK SMYTHE.