



By Appointment to  
Her Majesty The Queen  
Tailors  
Alexandre of England 1988 Ltd  
Leeds

**ALEXANDRE**  
• LONDON •



# SALESMAN'S GUIDE

[www.alexandre-london.com](http://www.alexandre-london.com)





# ONE MINUTE PRODUCT KNOWLEDGE

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# INTRODUCTION

MADE TO MEASURE TRAINING

The whole basis of modern tailoring is extracted from the heritage of British military dresswear and has been extensively used in the creation of the Alexandre London Tailoring Collection.

For many centuries the British textile industry has led the world in the motivation and innovation in creating the finest fabrics for menswear tailoring. All of these aspects have been drawn to create the patterns of fabric that are available to create the most individual of gentlemen's suits.

The individual cutting, tailoring and forming skills that are utilised in the making of a tailored suit are taught over many years of assiduous apprenticeship which are becoming increasingly rare in an ever mechanised western society. Fortunately those skills still remain within our workrooms which enable each tailored suit to enjoy total individuality.

The tailor's skill and craft is one of the oldest guild professions of our society and we are delighted to be able to offer that maintained heritage within the Alexandre London Tailoring Collection.



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# THE CLOTH

TECHNICAL TERMS USED TO DESCRIBE CLOTH,  
WITH SOME CHARACTERISTICS REGARDING  
WEAVES AND DESIGN EFFECTS

*Some key terms to keep in mind*

## WEAVE

Interfacing of warp and weft



## WARP (ENDS)

Runs lengthwise



## WEFT (*PICKS*)

Runs at right angles to warp.

## YARN

Continuous strand of spun and twisted fibres used for weaving. Distinct from thread used for sewing.

## COUNT OF YARN

Thickness of Yarn

## BLENDING

Mixing of two or more different natural or man-made fibres before spinning E.G. Trevira/Wool.

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# THE CLOTH

TECHNICAL TERMS USED TO DESCRIBE CLOTH,  
WITH SOME CHARACTERISTICS REGARDING  
WEAVES AND DESIGN EFFECTS

## *Some names of fabrics to remember*

### **PICK AND PICK** - also referred to as Sharkskin in USA

One light thread, one dark thread, alternating in warp and weft throwing distinctive single picks of different shades into the fabric.

### **PLAIN WEAVE** (*Fabric Design*) - See also Panama

Alternative interlacing of vertical and horizontal yarns, one over and one under.



### **FANCY WORSTED** (*Fabric Design*) Smooth, Fine Handle

General term for a wide range of cloths in complex stripings and checked effects.

### **LODEN** (*Use Topcoats*)

Heavy coarse wool cloth with natural water repellency. Popular in Germany/Austria, and almost always olive green.

### **BIRDSEYE** (*Fabric Design*)

Small almond twill spot effect. Derivative of pinhead/nailhead which has a tiny spot and not complete 'eye'.

### **TWEED** (*Jackets*)

Hard wearing fabric often with broken effects of colour in woolen yarn ie:-

- **HARRIS TWEED** Crisp open texture. Spun, dyed and finished ONLY in the Outer Hebrides Islands off N.W. Scotland.
- **SHETLAND TWEED** Soft loosely woven texture.
- **THORNSPROOF TWEED** Firm, strong, closed weave texture.
- **DONEGAL TWEED** Distinctive by the contrast coloured nubs woven into it. Originally Irish pure wool and 'home spun' but now largely machine made.

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## CHALKSTRIPE

Light stripe effect on dark background, usually on flannel type fabric. This gives the effect of the stripe having been chalked onto the surface of the cloth.

## MERINO WOOL

Finest wool - mainly from Australia, from merino sheep. Used in worsted fabrics.

Super 70's - 80's - 90's - 100's - 110's - Term applied to fine worsted merino wool - the higher the number the finer the wool.

## WOOLLEN FABRIC (*Jackets or Overcoats*)

Yarn in this fabric is made from shorter fibres than in worsted fabric and is therefore coarser.

## PANAMA (*Lightweight Suits and Trousers*)

Plain weave cloth in wool or mixture closely woven giving firm handle.

## FACE CLOTHS (*Fabric Design*) Overcoats Fabrics

Nap has been raised and brushed up on the surface, then laid flat pressed down in finishing process in one direction. If surface is scratched and rubbed into clusters then finishing process becomes known as 'Napped'.

## DIAGONAL (*Fabric Design*)

Well defined left to right weave face.

## HOPSACK (*Blazers/Trouser*)

Plain weave derivative achieved by weaving two or more threads interlaced instead of one, giving a basket weave appearance.

## SATIN (*Body Linings*) similar to Venetian

Warp predominates over weft and is almost covered giving smooth lustrous surface. Used by us for linings in it's lightweight form, and Tuxedo lapel facings in a more heavy version.

## GABERDINE (*Raincoats and Trousers*)

Twice as many warp threads as weft, producing fine steep diagonal twill lines on a firm durable fabric.

## LAMBSWOOL (*Jackets*)

Fine yarn composed of wool shorn from young sheep (lambs) in their first year.

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**VELVET** (*Jackets, Collar on certain Topcoat Styles*)

Smooth surfaced fabric created by pile of soft tufts. Usually made from cotton.

**CORDUROY** (*Trousers*)

Strong vertical ribs running in varying degrees depending on weight. Sheared velveteen surface woven to produce fine furrows in the cut pile. Usually made from cotton.

**PINSTRIPLE** (*Fabric Design*)

Fine single thread woven as a continuous pinhead spot giving the effect of striping.

**HERRINGBONE** (*Fabric Design*)

Woven by reversing the direction of the twill. Each section runs alternatively and so resembles the backbone of a herring. See Figure 1.

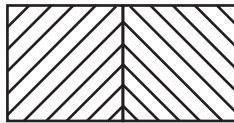


Figure 1.

**VENETIAN** (*Fashion Suits*)

Fine shiny faced finish with soft handle. The majority of the surface of the fabric consists of warp threads.

**FLANNEL**

Slightly milled and raised surface usually all wool.

**CASHMERE** (*Jackets and Trousers*)

Soft luxurious fine hair from cashmere goat. Best wearing qualities when blended with other fibres. Hair comes from China (finest) or Iran.

**BARATHEA** (*Blazers*)

Fabric with fine pebbled appearance



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## MOHAIR (*Lightweight Suits and Trousers*)

Fine lustrous fabric woven from soft silky hair of angora goat. Characterised by its lightness and lustre.

## MELTON

Heavily milled wool/cotton blend raised and cropped off. Used mostly in our undercollars on account of its softness and flexibility.

## CAVALRY TWILL (*Trousers*)

Stout substantial twill fabric with pronounced diagonal raised rib effect.

## SERGE (*Suits and Blazers*)

Smooth faced fabric from a wool or worsted yarn, woven in a two and two twill weave.

## TWILL (*Fabric Design*)

Most commonly used of all weaves characterised by diagonal rib lines running upward from left to right. See Figure 2.

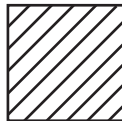


Figure 2.

## TEFLON

A chemical treatment developed by Du Pont which surrounds the fibres in the fabric, with an invisible, odourless coating which helps resist stain and water penetration. Will stay on the fabric for several dry cleans.

## LYCRA

Extremely fine man made filament with extremely good stretch and recovery qualities used in very small quantities with wool or polyester and wool it will give quite a large amount of stretch to a fabric. This filament is very expensive, with a price weight for weight similar to gold.

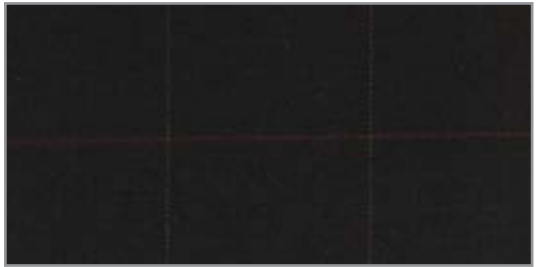
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# FABRIC

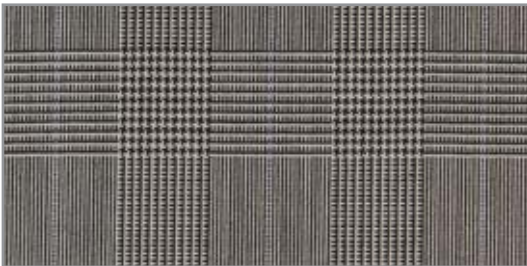
## DESIGN TYPES



Glen Check.



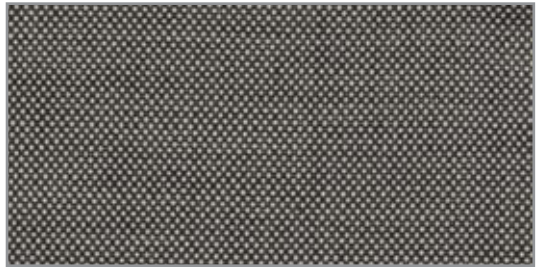
Window Pane Check.



Prince of Wales Check (Glen Plaid - America).



Nail Head.



Birdseye.



Salt & Pepper.

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# FABRIC

DESIGN TYPES



Pick & Pick (Shark Skin - America)



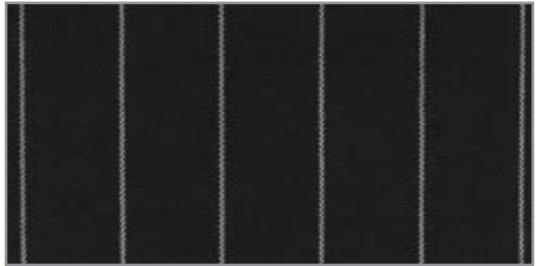
Herringbone.



Pinstripe.



Pin Head or Pin Dot Stripe.



Chalk Stripe.



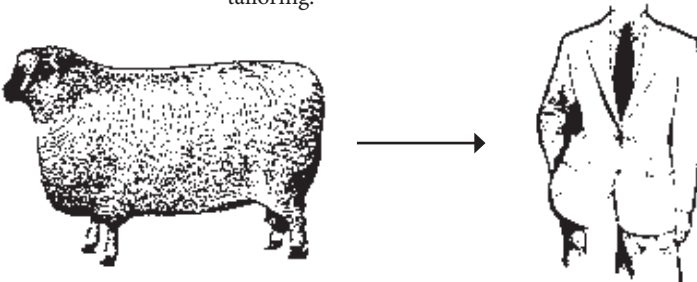
Small Dog Tooth.

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# FROM SHEEP TO SUIT

A SUMMARY OF THE PROCESSES INVOLVED IN TURNING  
WOOL FROM THE SHEEP'S BACK INTO FINISHED FABRIC  
READY FOR TAILORING INTO A BESPOKE SUIT.

1. SHEEP SHEARING      The removal of the raw wool known as 'fleece' from the sheep.
2. SORTING                The separating of the fleece into the different grades from finest to the coarsest.
3. SCOURING              Washing the wool to remove wool grease 'lanolin' and other impurities.
4. COMBING                Straightening the wool fibres making them run parallel to each other. This produces a thick rope of fibres 'Top' from which yarn is spun.
5. DYEING                 Colouring the fibres.
6. SPINNING              Making the yarn from "Tops" for warp and weft.
7. DESIGNING             The creation of the fabric designs by highly skilled artistically creative people. This provides the instruction to the weaver for the production of fabric.
8. WARPING                Making the yarn into the warp (the vertical threads in fabric) for the weaving loom
9. WEAVING                The interlacing of the warp with the weft, using a machine called a loom, to produce fabric.
10. MENDING  
/INSPECTION              The checking for and repairing of faults, which have occurred in the fabric during weaving.
11. FINISHING  
/PRESSING                 The washing, drying and pressing process which turns the rough loomstate fabric into the smooth clan fabric ready for tailoring.



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# MADE TO MEASURE TRAINING

CLOTH WEIGHTS - USED ON PATTERN BUNCH TICKETS

OUNCES PER RUNNING YARD 59¼ INCHES WIDE	GRAMS PER RUNNING METRE	GRAMS PER SQUARE METRE
6-7 ozs	185/220	120/140
7-8 ozs	220/250	140/160
8-9 ozs	250/280	160/180
9-10 ozs	280/310	180/200
10-11 ozs	310/340	200/220
11-12 ozs	340/370	220/240
12-13 ozs	370/400	240/260
13-14 ozs	400/435	260/280
14-15 ozs	435/465	280/300
15-16 ozs	465/495	300/320
16-17 ozs	495/525	320/340
17-18 ozs	525/560	340/360
18-19 ozs	560/590	360/380
19-20 ozs	590/620	380/400

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# MADE TO MEASURE TRAINING

SUPER XXX'S IS MEASURED IN MICRONS - A MICRON IS 1,000,000TH OF A METRE. AVERAGE HUMAN HAIR IS APPROXIMATELY 25 MICRONS THICK.

SUPER XXX'S DESIGNATION	AVERAGE MEAN DIAMETER OF FIBRE IN MICRON (Thickness of fibres) 1,000,000th OF A METRE
80's	19.5 micron
90's	19.0
100's	18.5
110's	18.0
120's	17.5
130's	17.0
140's	16.5
150's	16.0
160's	15.5
170's	15.0
180's	14.5
190's	14.0
200's	13.5
210's	13.0
220's	12.5



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# MADE TO MEASURE TRAINING

## LENGTH CONVERSIONS

ONE INCH - 25.4 MILLIMETRES (MM)

ONE FOOT - 38.48 CENTIMETRES (CM)

YARDS	METRES	METRES	YARDS
1	0.914	1	1.094
2	1.829	2	2.187
3	2.743	3	3.281
4	3.658	4	4.374
5	4.572	5	5.468
6	5.486	6	6.562
7	6.401	7	7.655
8	7.315	8	8.749
9	8.230	9	9.843

## INTERNATIONAL CLOTHING SIZES (APPROX GUIDE) SUITS AND OVERCOATS

British	36	38	40	42	44	46	48	50	52
American	36	38	40	42	44	46	48	50	52
European	46	48	50	52	54	56	58	60	62

## SHIRTS

British	14	14½	15	15½	16	16½	17
American	14	14½	15	15½	16	16½	17
European	36	37	38	39	41	42	43

# MEASURING & FIGURATION

ALL GIRTH MEASURES ARE TAKEN NETT -  
WITH ONE FINGER ONLY UNDER TAPE

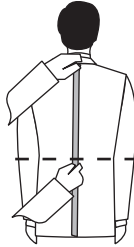
## 1. HEIGHT

Measure to nearest 1"  
and give measure in  
FEET and INCHES



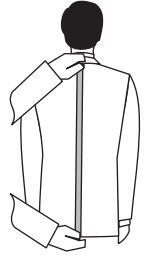
## 2. NAPE TO WAIST MEASURE

Follow contour of  
body from  
Nape to Natural  
Waist Position



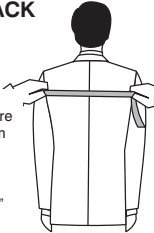
## 3. JACKET LENGTH MEASURE

Place end of tape  
at the collar seam  
(NAPE) and down  
the back to the  
length required.  
**Agree length with  
customer.**



## 4. HALF BACK MEASURE

Tension jacket  
back and measure  
from sleeve seam  
to sleeve seam  
and HALVE THE  
RESULT i.e. 16"  
across back = 8"  
HALF BACK



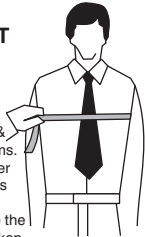
## 5. CROWN TO CUFF MEASURE

Place Tape end at  
CENTRE OF SLEEVE  
CUFF at required length  
and measure up to  
CROWN TO SLEEVE  
(Highest point of sleeve)  
**Agree length with  
customer.**



## 6. JACKET / VEST CHEST MEASURE

Place end of tape  
around the chest  
keeping it well up &  
underneath the arms.  
Tape should be over  
the shoulder blades  
and parallel to the  
ground. Make sure the  
measurement is taken  
with the body relaxed.



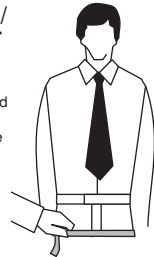
## 7. JACKET / VEST WAIST MEASURE

Place tape on the  
NATURAL WAIST  
POSITION (at navel)  
- this could be over  
the narrowest part of  
the waist or over a  
prominent stomach.



## 8. JACKET / VEST SEAT MEASURE

Place tape around  
at prominence of  
seat. Ensure tape  
is level and not  
covering bulky  
items in pockets.

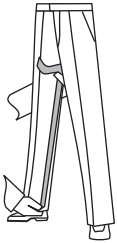


# MEASURING & FIGURATION

ALL GIRTH MEASURES ARE TAKEN NETT -  
WITH ONE FINGER ONLY UNDER TAPE

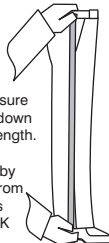
## 9. INSIDE LEG (Leg Seam)

Measure right leg from the physical crutch NOT THE TROUSER CRUTCH (holding the tape from behind on the inside leg) to required length at the front of heel. **Agree length with customer.**



## 10. OUTSIDE LEG (Side Seam)

Measure right leg. Measure from top of waistband down sideseam to required length. **NOTE:-** Mentally check RISE (body of trouser) by subtracting inside leg from outside leg. If answer is LESS THAN 10" CHECK MEASURES.



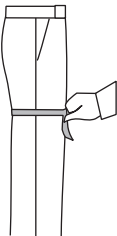
## 11. TROUSER WAIST MEASURE

Place the tape around the position where the customer wishes to wear the trouser waistband. If the figure is corpulent (below the trouser waistband) a further measure is required over most prominent part.



## 12. THIGH MEASURE (Net Flesh)

This measure is the actual measurement of the thigh. Approx 4" down the leg from the crutch.



## 13. TROUSER KNEE (Finished Garment)

Measure all round and state FINISHED MEASUREMENT REQUIRED on the trouser i.e. 19" - 20" - 21" etc.

ONLY USE IF CUSTOMER REQUESTS



## 14. TROUSER BOTTOMS (Finished Garment)

Measure all round and state FINISHED MEASUREMENT REQUIRED on the trouser i.e. 19" - 20" - 21" etc.



## 15. VEST OPENING

Place the tape around the neck halter fashion, to the point of chest prominence to show the opening required. Halve the result for the actual measurement i.e. 26" = actual opening 13".



## 16. VEST LENGTH

Place tape around the neck halter fashion & drape over the chest to measure length, minimum 4" each side below top of trouser waistband.



# MEASURING & FIGURATION

ALL GIRTH MEASURES ARE TAKEN NETT -  
WITH ONE FINGER ONLY UNDER TAPE

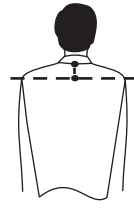
17.

**FIGURATION IN SHIRT SLEEVES  
(WHEN YOU CAN NOT USE A JACKET)**

18.


**NORMAL SHOULDER**

Tape to Nape 1¼" to 2¼" **Normal** no shoulder figure



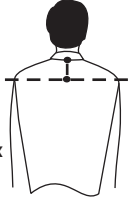
19. **SQUARE SHOULDERS SHORT NECK  
(FIGURE Z-ZZ)**

Tape to Nape  
Less than 1" = ZZ  
Less than 1¼" = Z



20. **SLOPING SHOULDERS LONG NECK  
(FIGURE X-XX)**

Tape to Nape  
More than 2¾" = X  
More than 3½" = XX



21. **DROP RIGHT SHOULDER  
(FIGURE RS-RSS)**

Tape to Shoulder  
More than ¾" = RS  
More than 1½" = RSS

— ●



22. **DROP LEFT SHOULDER  
(FIGURE LS-LSS)**


Tape to Shoulder  
More than ¾" = LS  
More than 1½" = LSS

● —



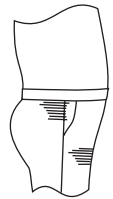
23. **FORWARD SHOULDERS & PROM BLADES  
(FIGURE R)**

Ridging and tightness from back neck to front sleeve area. Prominent blades showing through shirt at the back.



24. **TROUSER PROMINENT SEAT  
(FIGURE J)**

When SEAT is 7" or MORE than WAIST check for prominent seat.



# MEASURING & FIGURATION

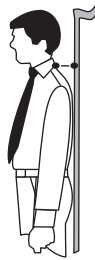
ALL GIRTH MEASURES ARE TAKEN NETT -  
WITH ONE FINGER ONLY UNDER TAPE

25.

**ENSURE ALL  
MEASUREMENT  
BOXES  
HAVE BEEN  
COMPLETED**

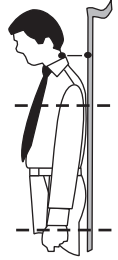
**26. NORMAL  
BALANCE**

Nape to Tape  
 $2\frac{1}{2}''$  to  $3\frac{1}{2}''$  = Normal  
No Balance Figuration



**27. HEAD  
FORWARD  
(FIGURE T-TT)**

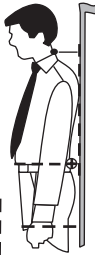
Forward from  
Chestline Tape to  
Nape  
More than  $3\frac{1}{2}''$  = T  
More than 5" = TT



**28. ROUND  
BACK  
(FIGURE O-OO)**

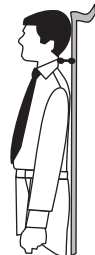
Forward from  
Chestline & curve  
from waist Tape to  
Nape

More than  $3\frac{1}{2}''$  = O  
More than 5" = OO  
Curve starts at  
waistline



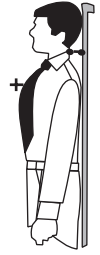
**29. ERECT  
(FIGURE P-PP)**

Stands upright Tape  
to Nape  
Less than 1" = PP  
Less than  $2\frac{1}{2}''$  = P



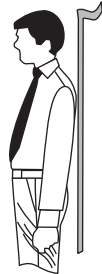
**30. FULL  
CHEST  
(FIGURE W-WW)**

Stands upright Tape to  
Nape Less than 1" =  
WW Less than  $2\frac{1}{2}''$  =  
W Muscular or busty at  
front chest



**31. SWAY BACK  
(FIGURE G)**

Stands with hips  
and seat forward  
from shoulders to  
the waist



**32. TROUSER  
LOW FRONT  
WAIST  
CORPULENT  
(FIGURE L)**

Waistband is worn  
below natural waist  
position Jacket waist  
= Natural waist  
Trouser waist =  
Waistband position





# DRESS FOR SUCCESS





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*Did you know that it takes only six seconds for a person meeting you for the first time to decide whether or not they like you?*

So first impressions really do count. Especially when you go for an important client meeting. At Alexandre London, we understand what it takes to make a good impression. Learn to suit up properly and everything else follows. Whether your an office guy who needs to look sharp for the competition, or a creative type who dresses up because he likes to, the suit is the basic building block of looking good. Follow our tips to be suit savvy.

## *Your Interview/Meeting Suit*

### Colour & Cloth

An interview suit should be of a dark shade: plain or subdued pinstripe in charcoal, grey or navy blue. This choice reflects a serious and professional approach.

The most suitable cloth is a light-medium weight 100% worsted wool. Wool is a natural fibre which will retain its shape and travel well. It is recommended however, that if you travel long distance for your interview that you take a reserve suit, shirt and tie in case of an accident or mishap.

### Style

We recommend a classic, single breasted two button, or a three buttoned jacket with centre or side vents. In either case the bottom button remains unfastened. A vest is optional, but gives a very business like appearance—the bottom button should remain unfastened. The suit trouser may be pleated or plain fronted, cuffed or plain bottoms with belt loops or side adjusters. If you do wear belt loops then the belt should match your shoes.

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## *Comfort & Care*

Our vanity should not rule our choice of size and fit.

You will receive from our representatives first class advice to ensure that you make the best impression possible.

Your jacket whether Off the Rack or Made to Measure should fit neatly into the back and clean across the back neck. A small amount of back drape is advised for comfort and freedom of movement.

We suggest that the sleeve length allows you to show a quarter to half an inch of the shirt cuff. A long sleeve will make the suit look too large for you.

Your trouser should fit closely, but be tight at the waist to allow them to drape correctly with a suitable break over your shoe.

Most manufacturers place a tacking stitch in the jacket side pockets to stop any damage occurring in production, or transport. Our sales personnel will remove these for you upon request.

We also provide a quality hanger with all our garments to ensure that your jacket keeps its tailored look.

You should keep your jacket fastened when standing but should unfasten it when sitting to give more freedom of movement, and to prevent unnecessary creasing. Never wear your jacket when driving or sitting for extended periods in a cramped environment, for example in an aircraft.

Contrary to popular opinion a suit should not be dry cleaned after each wearing unless you have perspired excessively. Brush your suit and hang in the fresh air for a couple of hours then have it pressed as required.

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## *Choose your Shirt with Care*

A white or pale blue plain 100% cotton or cotton rich shirt is the ideal choice for an interview. If you're not sure then choose a plain white one.

100% cotton, similar to other natural fibres, breathes well and helps protect you from perspiration as does a cotton under-shirt.

The collar style should be a conventional pointed and not a button down which would give a casual impression. Button down collars may be worn later in your career with perhaps a blazer, trousers or Bermuda shorts for a slightly more dressed down appearance.

Never wear a short sleeve shirt to an interview, and should you select a French cuff shirt don't forget the cuff links if you are travelling to the interview!

Always have a second shirt available—again in case of accidents or mishaps.

## *Footwear*

Shoes should be lace up as these look smart and professional. The loafer however, should only be worn with shorts. The colour should be black or burgundy as these can be worn with either grey or blue suits. Be sure that your shoes are well polished and shining.

Your socks should be dark blue, black or charcoal grey depending on the colour of the suit you are wearing.

Never wear white socks when in formal attire!

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## *Tie & the Knot*

A 100% silk tie will compliment your Alexandre London suit. Do not compromise your appearance by choosing an inferior quality tie with a high quality suit.

An old adage says: “Be smart around the neck and feet.” No matter how expensive and smart your suit may be, the whole aspect will be ruined if your tie is at a drunken angle and your shoes are scruffy. We recommend a subdued tone and design to blend in with your choice of suit and shirt. You may even wish to go for a half windsor or windsor knot as demonstrated.

## *Four in Hand*

1. Cross long end over short end
2. Bring long end under short end
3. Bring long end up and down through neck-band
4. Bring long end over front
5. Bring long end up through neck-band and then complete knot



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## *Windsor Knot*

1. Cross long end over short end and form single knot.
2. Bring long end under short end
3. Bring long end through neck band and down toward other end
4. Bring long end over front
5. Bring long end through neck-band and pull through loop
6. Complete knot with centre knot just below knot.



## *Half Windsor*

1. Cross long end over short end
2. Bring long end under short end
3. Bring long end around short end
4. Bring long end through centre at top
5. Bring long end through loop and form centre crease and then complete knot





# THE SALES PITCH

*“Cost control keeps us alive,  
Sales growth ensures we survive”*

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# THE SALES PITCH

## ... WHAT THE HECK IS IT?

Seasoned sales people provided the following sales pitches. You should read through them, memorize them and use them to help you make that sale:

- When selling a Made to Measure, try to sell a 3 piece suit with a vest rather than a 2 piece. This is a higher priced garment and will not only increase your sales quota but also give your customer an extra garment he didn't realize existed or was available.
- Most customers are purchasing their suits for business – to work in. Suggest to him that he should purchase two pairs of trousers to make his suit last. Explain to him that the first item to wear out is usually the trouser. He can double to life of his purchase by ordering two or three extra trousers.
- When a customer comes in to collect his suit, talk to him about other events that he may have coming up. He may need another suit, jacket or trousers or, at a minimum – a new shirt and tie.
- If your customer is buying a suit off the rack, suggest other trousers that may work with it. Suggest a blazer, extra shirts and ties... these will expand your customers wardrobe for minimal cost to him, but maximum sales to you.
- Take good care of your customers needs. Go above and beyond your customers expectations and you will have a repeat customer for life. A friends recommendation is the best sales aide you as a the salesperson, can have!
- When approaching a new, potential customer on your department, try not to ask closed ended questions like “Can I help you?”. The first natural reaction is for the customer to say “No!” Try to approach your customer with a comment about his suit or the weather... This is called an “Ice Breaker”. Be positive and assertive. Tell your customer “You need a suit, and I've got just the one for you!”
- If the suit purchase is for an event, try to find out what the other person is wearing. Is it a Red / Black dress? Then be mindful of this when suggesting shirts and ties and point out the similarities when selling... this tip is especially good when the wife / girlfriend / partner is with the customer!
- Reminding your customer of the current promotions and future possible price increases is a good way to close the sale. Sometimes customers want to tell you “I'll be back!”... This can sometimes result in your customer missing out on a good price.
- Remember that customers that are looking through the main stores products are also potential Alexandre customers. Approach all customers and see if you can sell your own products. Customer service is as important as advertising the promotion.
- Suggest to a customer that doesn't want to purchase the extra trousers, that he can turn the aging jacket into a Navy Blazer simply by changing the plastic buttons to metal ones.



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- After establishing what the customer already owns, suggest a brown, a plaid or a different shade to compliment his wardrobe.
  - Sometimes “A change is as good as a rest! – Suggest to your customer that he tries something different... A three button instead of a two button, side vents instead of center vent etc.
  - Remember to tell your customer the advantages of not only buying an Alexandre suit, but if buying a Made to Measure suit... “Once you’ve bought a Made to Measure suit, you’ll never go back to off the rack!” – “That’s a great fit” – “Excellent Choice!” “Work of art!” all add to the customers shopping experience.
  - Always look your customer in the eye when talking to them, especially when telling them about the finer points of an Alexandre product.
  - Smile! A positive outlook and a smile can sometimes mean the difference between making the sale, or not.
  - Sometimes a customer may tell you they don’t want any help and seem rather cold in their response. A good idea to stay in the area without the customer feeling pressured is to dust off the suits on a nearby rack with a good clothes brush. This way, if the customer does suddenly need help, you are within earshot.
  - Never lie to a customer when doing your spiel... Be honest and be yourself. Your spiel will flow more realistically and your customer will eventually thank you for your candor.
  - Be knowledgeable about the product you are selling. Take time to really look at your stock package and imagine what it could be used for. Is it a wedding suit, an interview suit – or both? This will help you when a customer comes in without a clue what color or style he should be looking for. Remember that Knowledge is power.
  - Let your customers know, once the sale is coming to an end, that they shouldn’t dry clean their suits every time they wear them. Tell them that a steamer or a brush will aide in the suit longevity. Explain that just letting the suit breath after wearing it will also help.
  - When a customer that’s not had a suit before or for a long time approaches you for advice, it can be overwhelming to show him several suits, shirts and ties combinations all at once. Expecting a customer at this level to choose one or two outfits might be daunting experience for some. Take the initiative and be the professional that you are... Tell your customer what they should be wearing. Make the decision for them.
  - Sometimes you may have to “Talk Down” a suit price if the customer does not want or cannot afford the top model you are showing him. Remember, it’s easier to come down in price rather than go up, so start at the top and work your way down.
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ON & OFF THE PAD / OFF BASE  
SALES / CUSTOMER PROFILE

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## ON THE PAD

- Be sure to rotate your stock. When new seasons stock arrives, it should be displayed prominently at the front of your department. During Sale periods, display stock by size.
- Change your displays often and link them to upcoming holidays, such as Christmas, New Years, and Weddings during the summer and local Proms.
- Check suit jacket & trouser sizes to stop mismatches. If you find any, help your customers by adding a size cube for the trouser too.
- Use the Alexandre website *www.alexandreondon.com* to show all of the current season's suits and accessories. Direct the customer to our QR codes. Be sure to tell your customer that we can get all ranges shown even if they aren't on hand.
- Use your "Back At..." Clock and include your mobile number so that customers can call you if they need to see you urgently. Let local store staff know where you are going and when you will be back.
- Your Personal Appearance should reflect what you are selling. Always look the part, dress sharply and create desire for the product on the racks. Always wear your name badge.
- Remember to collect customers email addresses and add them to the Alexandre web site *www.alexandreondon.com*.
- Ensure that all of your current promotions are on and are correctly advertised and ticketed.
- Add a seasonal shirt & tie to each hanger front to show a "Package Deal". Tie the tie for customers when they purchase if they ask.
- Demonstrate to your customer how they can use different suits for different occasions... i.e. a Wedding suit can be used for a business suit at a later date.

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## ON THE PAD

- Build dress combo's (Suit, Shirt, Tie, Cufflinks, and Handkerchief) and price them accordingly. Clearance items are ideal for this. Dress display models in the same way and advertise the package deal.
- Clean and tidy your area daily. Dust with cleaner and ensure your floor area is spotless. Be sure to brush your suits morning and night so they look appealing to customers on the rack and off.
- Multiple Sales are a great way to increase your business from just one customer. Offer a "Freebie" if your customer is buying two suits. A "Free" tie is very enticing and can help boost your sales. Offer a free pair of cufflinks if buying five shirts!
- Business Cards can be a useful post-selling tool. Hand them out around the store, give each and every customer (whether they buy or not) one and be sure to put one in the top pocket of the jacket purchased.
- Be sure to have full-length mirrors on or very close by your department. It's important that our customer sees just how good he looks in our product.
- Use email where you can, to inform customers that their order (Made to Measure or Ready Made) has arrived in store. This is a great way to remember to obtain it but also keeps a valuable record of contact on hand, should you need it.
- Create a "Personal Date Base" of your best customers and remember to email them at regular intervals about new styles, new seasons stock and promotions. They'll thank you for the information and that "Personal" touch.

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## OFF THE PAD

- Radio Announcements are not always made (due to cost / technology restraints) within your store. A Script will be sent to you for every promotion we have. You should make clear, loud PA announcements within your store stating the new promotion. This will be played base wide and in some cases, at other bases too.
- Remote displays are a great way to show your product and package deals away from your department. Look at areas where you can set up a remote display, such as Barbers Shop, Masonic Lodge, Front of Store, ID checker or even at the front gate. Remember that security of the product on display is your responsibility.
- Holding a Fashion Show is an excellent way of showing off your latest styles, live! Most main stores will assist you in holding an event and others will already host such an event.
- Tie demonstrations – How to tie a tie, is another great way to attract customers to your product. These can be held in the smallest to the largest areas.
- TAPs classes (Transition Assistance Program) is held by the base command to show upcoming retirees what they should be wearing and how to wear it when they get out of the military. It is very much appreciated when Alexandre London participates in these classes and it's a great way for you to attract new customers before they go elsewhere to shop. You should contact your local stores management about assisting in one of these events.
- A great way to expand your area without actually moving racks is for you to sell yourself and our product from another area in the store. Walking around the store with a positive outlook and a tape measure around your neck, can attract customers to your department, get future customers to know your face and can help in obtaining sales for us and the main store on other departments. Be sure to wear your name badge and tell your future customers who you are!

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## OFF THE PAD

- Ask the main store to include our advertising within their store flyers. This is a great way for our sales info to be distributed with theirs. Always ask the main store management to include our email flyer in their next Buddy List run.
- Get to know your local store staff. People that work in Menswear or departments around your own can be very helpful when you need their assistance. Give them some “Simple” training on what our product is and how we fit it. You’ve just recruited them to sell our product for us when we aren’t there!
- Getting to know your local staff may also help in your sales numbers. It’s proven that staff actually purchase quite a lot of the items they themselves sell.
- Our website address will be on suit bags; ticket swingers etc but be aware of getting the message out to your customer. Remind them to stop by the website often to learn about new products and promotions.
- You may have extra jacket hangers in your stockroom. A great advertising tool is to give an extra one to your customer or, place a couple in the staff coatrooms. Put a flyer or business card in the Men’s bathroom or in the coffee shop. These are all useful tools to get the message out about the company.
- There is a term called “Guerilla Tactics” when it comes to selling. This is where you must be more assertive in your selling techniques. Don’t take no for an answer. Sometimes we have to use “Guerilla Tactics” to sell our product when the economy is in a slow down.
- If you are selling to a group you may be able to get a “Group Buy Discount”. Talk with your ASM about the possibility of a group rebate and what the minimum purchase requirements are.

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# OFF BASE SALES

- When doing Off Base Sales, it's a good idea to put yourself together a "Visiting Tailor" pack. The pack should consist of a tape Measure, Business Cards, Order Forms, Swatches, Style Book and some Handouts / Flyers.
- Both Ready Made and Made to Measure can be sold Off Base, but remember that you may only sell Off Base to customers that are not current military ID card holders.
- All Off Base Sales must have your areas local tax added to the sell price. All sales outside of the Exchange incur sales tax, unless you are in an area that is tax free.
- Remote Displays can work very well here too. If you sell a suit in an office building, ask the Manager there if you can do a display to try and sell more items.
- Social Networking websites (Facebook, Twitter etc) are great places to advertise your product and service.
- Look to other Exchanges around you where we do not currently have a presence. Road-Shows have proven to be very successful for us and the sales are credited to you, increasing your commission and Year End totals.



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## OFF BASE SALES

- Asking a spouse to advertise your product with word of mouth along with remote displays and handouts can also work very well to increase your outside sales.
- Try to find out about local Job Fairs and see if you can participate. This would be very similar to a TAPs class and can also generate some high sales volume.
- Find other local businesses that may allow you to display our product or cloth samples within their stores / business. You can ask them to make appointments for you and see customers as required.
- Another area to look at when searching for Off Base Sales are Proms and College events. Contacting local educational centers with details of our current offers is a great way to make extra sales.

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## CUSTOMER PROFILE

	ALEXANDRE	ALEX
AGE:	35 - 60	18 - 35
JOB:	Retired / Government Military	Military
SALARY:	\$50 - \$70k	\$25 - \$45k
EDUCATION:	College and Degree	High School
STATUS:	Married	Single
CAR:	BMW / Mercedes	Motorbike / Trucks
PAPER:	Washington Post / S&S / USA Today	IPAD / Playboy / Internet / Exchange
THEIR BRANDS:	Brooks / Brothers / Menswear House / JA Banks	Chapps Express / Haggar
SUIT PRICE:	\$300 - \$450 \$600+ at selected stores	\$150 - \$300
KEY GARMENT:	Charcoal / Navy Suit 2 piece	Jeans / Jacket's
REASON FOR PURCHASE:	Interview / Social / Church / Work	Party / Social
WHERE SHOPS:	Exchange / Online / Men's Warehouse / Macy's	Penny's / T.J.Maxx / Burlington



