

## INTENT

Consulting with clients to sell Leatherwood Rosin has **2 areas of focus:**

1. **To sell LBR as a way of enhancing their playing;** which can result in trials and sales of other instruments and bows
2. **To use LBR as a way to help clients choose which instrument or bow to buy.** The rosin can be used to refine the sound and response of an instrument to help the client purchase.

## CONSULTING

Just as it is true for a violin, a bow, and strings, the characteristics necessary in rosin vary with each individual. LBR's philosophy is that *"the best rosin"* varies from player to player, due to the multitude of variables relating to artist, equipment, ensemble, musical work, and venue, for example.

**Consultation is usually instigated:**

- **by the customer who is visiting the shop to try the rosin.** The salesperson will then describe the characteristics of the set recipes (supple and crisp), offer the customer the opportunity to try the samples, then discuss the sound and response characteristics they experience.
- **by the salesperson who will introduce LBR to clients who are shopping for other products.** The offer to try the rosin, often on the shop's instruments and bows as an opportunity to upsell.

## IN-STORE TRIALS

It is proven time and time again that once a client tries supple and crisp, and identifies their ideal recipe (and why), they will buy it. In fact, the easiest way for a client to find what is the best recipe for them is to identify which one DOESN'T work for them. In that vein, it is common for a client to like one recipe very much and the other not at all. In these cases, it is important point out this doesn't mean 'good or bad' as it can be the other way around for someone else.

Samples of all recipes are provided to stores free of charge and can be used to allow clients to find their ideal sound. To swap rosins clients can give their bow hair a thorough wipe down with a dry cotton cloth to remove most of the residual rosin. Once they apply LBR (only 2-3 swipes should be enough) they will feel the difference immediately.



LBR display - Simply for Strings, Brisbane QLD AUS

## VISUAL MERCHANDISING

Visual merchandising strategy is vital to selling a rosin that is at a much higher price point than any other rosin on the market. If LBR 'sits on the shelf' next to generic rosins, it is likely to not make an impression on clients who will most likely choose a cheaper option.

If displayed uniquely, clients will be more immediately drawn to the idea that it is a very different product in vibe, ethos and result. Having the samples there and ready to try, often with a sign inviting them to try them is the best way to draw their attention to the rosins.

### Would you like to become a stockist of Leatherwood Rosin?

Contact Andrew Baker for distribution and wholesale arrangements.

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# STOCKING and SELLING

LEATHERWOOD *bespoke* Rosin<sup>®</sup>  
*hands made this*

violin | viola | cello | double bass | baroque



## VOCABULARY & DISCUSSION, THE 4 SOUND AND RESPONSE CHARACTERISTICS

Simply asking clients *“What do you feel? What do you hear?”* is a great way to begin discussions. Following up with *“What is missing from your sound? What would it take to make it better?”* is a great way to encourage the client to think about what the rosin might be able to do for them (which is usually the first time they have done that).

In consulting for sound enhancement with LBR, dealers can focus on the **4 key sound and response characteristics** of rosin:

### ATTACK:

**The strength and sharpness of the initial ‘attack’ or ‘bite’ on the string**

**CRISP:** Has a very clear can clean bite, with plenty of strength for techniques like double and triple stopping, and accented martele.

**SUPPLE:** Players often feel this has less ‘attack’ than crisp, but in fact the feel of the attack is more malleable. Players been to allow the hair to wrap around the string more with softer right hand technique to find a very strong attack

### TRACTION:

**The strength of the stickiness of the moving bow. Stronger traction can feel like greater ‘drag’ or ‘resistance’ on the string.**

- **CRISP:** Smoother and easier traction
- **SUPPLE:** Stronger traction

### TEXTURE:

**The feeling of the bow as it moves across the string**

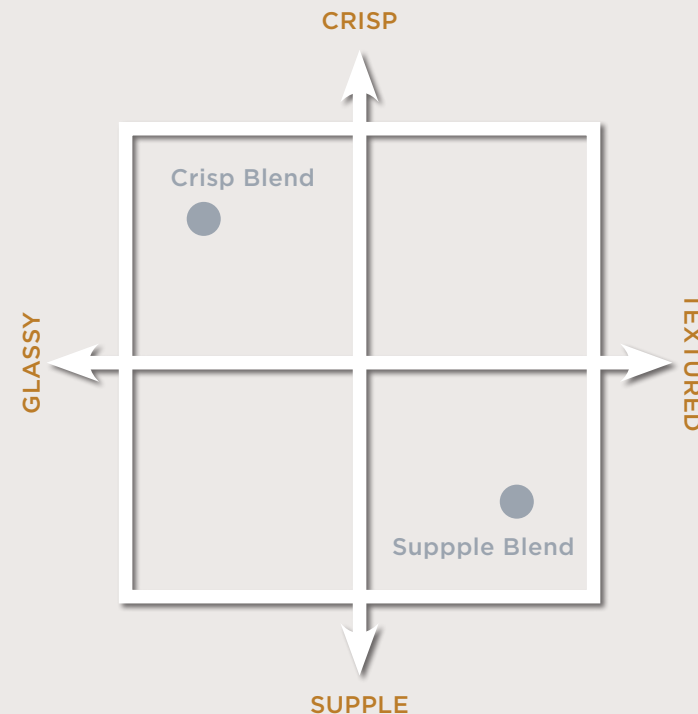
- **GLASSY:** A smooth, slick feel across the string that allows the string to resonate freely and the rosin to ‘get out of the way’ The Crisp blend has a more glassy texture
- **TEXTURED:** A velvety, or ‘grainier’ feel on the string which offers a greater feeling of connection to the string. The Supple blend has a more textured feel

### CLARITY:

**The clarity of the grab on the string of techniques such as staccato, spiccato, sautille, jete, up-bow staccato**

- **CRISP:** Clean and sharp clarity
- **SUPPLE:** Gentler and softer clarity, players have to work a little harder for clarity in spiccato etc.

## BLEND GUIDE



### TRACTION

**GLASSY:** A smooth, slick feel across the string that allows the string to resonate freely

**TEXTURED:** A velvety feel on the string offering a more tangible feeling of connection with the string

### ARTICULATION

**CRISP:** Sharp attack, powerful articulation, crisp spiccato, clean and resonant sound

**SUPPLE:** Gentler attack, malleable feel, politely responsive to the character of the string

## THE SET RECIPES - HOW CAN THEY HELP PLAYERS?

**CRISP BLEND:** *“A decisive attack, firm traction and crisp sautille; this recipe creates an undeniably forthright sound through a glassier texture.”*

- The crisp blend often works well with an instrument with lots of resonance but is a little ‘woolly’ in sound, offering it greater clarity and articulation.
- Crisp also assists bows or techniques that struggle to achieve a clear and articulate spiccato or sautille.
- Crisp can also assist small student or cheap instruments, by enhancing their sound to be brighter and sometimes louder; and beginning students find it easier to articulate with crisp.

**SUPPLE BLEND:** *“A warm and softer sound, consistent traction that feels velvety and rich; this recipe maintains a reliably sharp attack on the string.”*

- The supple blend can help generate a more powerful and focused sound from a softer and lighter bow with less ‘bite’.
- It can also enhance the sounds of a deep / warm sounding instrument by making it sound more resonant.
- The Supple can also ‘soften’ an instrument which is too loud, bright or one-dimensional in sound.

