

Brother International Corporation

New Mexico Dealer Finds a Great Fit for Business Values and Customer Interests

There's no hocus-pocus needed to build a strong sewing machine dealership," says New Mexico dealer Ryan Strauss of Ryan's Sewing and Vacuum Center (www.ryansewnvac.com). The real magic comes from aligning your business to a stable company such as Brother International Corporation, which shares your business values, knows how to listen and takes a genuine interest in the sewing consumer.

"With that foundation and Brother's exciting and utterly dependable user-defined technology, you've got an edge on success," says Strauss. Since its opening in 2007, his Albuquerque dealership, co-owned with wife Diane, has rapidly become a leading Brother dealer and has further excelled with sales of Brother's top-of-the-line Quattro™ 6000D sewing, embroidery, quilting and crafting machine.

Although Strauss is a fairly new dealer, he has 27 years of sewing machine repair and sales experience to draw from and he's no stranger to working behind the needle either.

"I started out on the repair bench and along the way, the ladies were throwing out sewing terms and descriptions of problems I did not understand, so I

started taking sewing classes. Then, naturally, I walked on the sales floor," Strauss explained.

Most of his industry tenure has been with another machine dealership in Albuquerque, where Strauss developed a fondness for another machine brand. When he decided to venture on his own, he thoroughly researched the decision about which brands to carry. Brother's dependability won him over completely.



"We've been all Brother from day one," he says. "I may repair all brands, but I know I picked the right line to sell. I can sell it today and don't have to worry about servicing parts tomorrow. When it comes out of the box it works. It doesn't frustrate sewers. And they, in return, get excited and tell their friends."

Ryan's has several sewing and embroidery clubs, including two clubs for young sewers ages 9-12, and the shop regularly holds classes on sewing, embroidery, quilting and digitizing. Together, Ryan's staffers Valerie Wilhite and Jeannine CdeBaca have a combined 25 years of sewing education experience. They tailor the classes to student interests and help them increase their knowledge about their machines.

For example, Ryan's has created several classes just for Quattro™ 6000D owners that are based entirely

“What I have really learned to respect about Brother is that they listen to the sewers and to their sewing teachers, and they really respond to their industry,”

Ryan Strauss

on built-in capabilities of the deluxe machine. One class focused on projects that were made using Brother's exclusive Print And Stitch™ Technology. “Getting owners to fully use all aspects of their machine reinforces their confidence in the investment they've made,” says Strauss, “and it keeps them excited about the newest crafting capabilities available.”

Ryan's is also extremely involved in community and charity outreach and regularly hosts sewing events for Blue Star Mothers, Project Linus and Casa Angelica, a local organization benefiting children with cancer. He also makes the shop's two classrooms available as meeting spaces for local nonprofit organizations to foster good community relations and bring new people into the store. In addition, Ryan's will be providing machines for use at this year's American Sewing Guild Annual Conference, which meets in Albuquerque in July.

If the company didn't listen to consumers and follow through with goal-oriented engineering, the machines would not appeal to such a wide spectrum of sewing, embroidery or quilting enthusiasts.

Even in a challenging economy, Strauss says Ryan's is meeting its sales goals because of the strong product and accessory line from Brother.

Strauss believes his dealership success also stems from the strong personal bond he and his staff has with their customers. The number one goal is making sure people get matched with the right machine so they can continue or start a love affair with sewing. “If you help a customer and you make them happy and you bring happiness instead of stress into their life, well, it's what



wakes me up in the morning and gets me to come to work,” he says.

And that parallels Strauss's experience and feelings about the support he has received from Brother since starting his dealership nearly two years ago. “I feel a huge part of Brother! Brother is definitely all about family and being a team.”

