How to Sell

MUSICAL INSTRUMENTS

**African musical instruments** are great for specialty sales. While they may not be as universally in demand as soaps or clothing, they can create interest in your store, drawing people in to browse your entire selection. Plus, selling one large drum can make you a much bigger profit than selling many bars of soap. People love African musical instruments - they're beautiful, easy to learn, they have a story to tell, and they're more affordable than most other instruments. Drums are used in African traditions, festivals, celebrations, and even used as a way to communicate messages from village to village. Putting a D’jembe drum in your store window is sure to capture interest and shout to the world that YOU are the place to go for authentic African products.

### Tried and True Methods for Selling Musical Instruments

- **Play your musical instruments** inside your store - or outside your store! People are sure to be drawn to the sound and the beauty of the instrument and you can show them a few simple ways to play it themselves! This is a great way to connect with passers-by and engage them with your products!

- **Sell online!** Places like eBay, Etsy, and Craigslist are great places to find customers for African instruments! Many people who are looking for a rare instrument like a D’jembe drum start online.

- **Have an African home party!** Invite your friends, family, and prospects to your home and show them some basic drum-playing techniques! Not sure how to play? Look on Youtube or on our web site for tutorials! Get everyone involved and having fun in a casual, relaxed atmosphere.

- When Christmas comes around, set out miniature D’Jembe drums or tic-toe drums as Christmas gift ideas! During the holiday season, miniature D’jembe drums are a very popular African gift and they are a great way to get people started with African instruments.

### Top 3 Sellers

**#1**
African D’jembe Drum M-M010

**#2**
X-Small D’jembe Drum M-M018

**#3**
Kalimba Gourd Thumb Piano M-M142

See other sales aids:
- How to sell Artwork
- How to sell Fabrics
- How to sell Jewelry
- How to sell Musical Instruments
- How to sell Clothing
- How to sell African Soaps
- How to sell Fragrance & Essential oils
- How to sell Health & Beauty