



How to Sell

# MUSICAL INSTRUMENTS

## Africa Imports Category Ranking

Category Popularity

5

Repeat Sales Potential

5

Profitability

9

## 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



**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!
- **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.
- **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.

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