

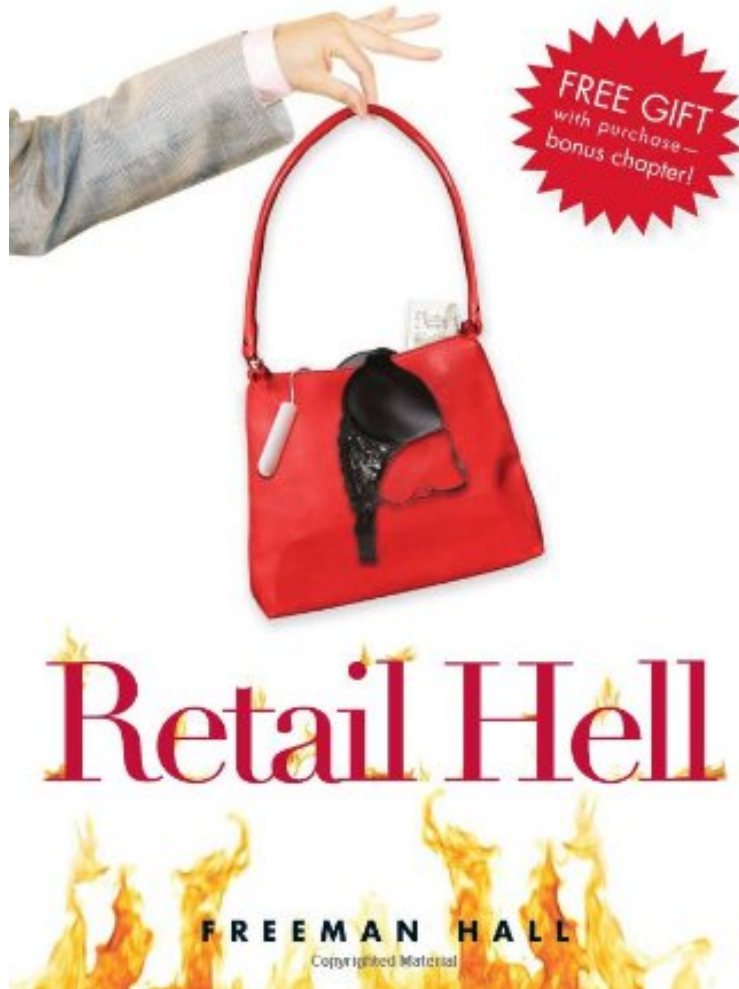
## Retail Hell: How I Sold My Soul to the Store

Freeman Hall

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HOW I SOLD MY SOUL TO THE STORE  
*Confessions of a Tortured Sales Associate*



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**Freeman Hall : Retail Hell: How I Sold My Soul to the Store** before purchasing it in order to gage whether or not it would be worth my time, and all praised Retail Hell: How I Sold My Soul to the Store:

1 of 1 people found the following review helpful. H I L A R I O U S ! ! ! By Got Influence? I bought this for a good friend he LOVED it! I never even worked in retail, but was laughing out loud the whole time I read this book. Freeman Hall is masterful at language, as well as painting a picture of a wide and wild variety of experiences in a big department store. I AM PRAYING THIS COMES OUT AS A MOVIE. 0 of 0 people found the following review

helpful. From a Retail drone to another, This is great! If it had an audio book, I'd listen to it everyday on my way to work!By PhoenixLoved this story!I work retail myself at the moment and have done so for the last 4 years and I can tell you, you totally relate to everything Hall talks about in this book. It is a read about how these random come into your store and they just make everything so much harder on you. It is so true that you end up nicknaming them, knowing how their crazy works, and everything. I hope that Hall is working somewhere better now because he was a trooper for dealing with so many things that I have yet to deal with at my job. I have re-read this book at least 2 times now and the humor and little stabs at retail logic and policy is so great still and I love to share the stories in this book with my co-workers and they laughed or were stocked at many of the tales.17 of 18 people found the following review helpful. Retail Hell is hilarious and true!By TylerI've read the comments from the critics on here and found them completely full of crap. They whine and moan about how this Freeman guy shouldn't be going on and on about his job and crap like that, but I've read half the book so far and as a Retail employee with more than 40 months of experience to the present day, I kept exclaiming things like, "Oh, I know how that feels!" and also "I remember a customer acting just like that!" not to mention, "My bosses act the same way and they can never get me to do those stupid morning-meeting cheers!" Freeman is excellent in describing his day-to-day experiences, especially with a personal shopper who throws money around as if it was nothing to her and swears like a hardened Navy sailor, not to mention the idiot manager that rags on him constantly saying, "They're HANDBAGS, not PURSES!"The critics clearly do not have a job in Retail and some are probably the same customers who act all crappy and jerky in stores to employees just like Freeman. I don't understand how someone could pay as high as \$800-\$2000 for a silly old handbag, but I definitely understand how they walk all over you as if they own the place just because they get to spend money like that! The only ones who are fit to judge this book as critics are ones that have worked Retail themselves, and this book brings a lot of laughs! It takes a lot for a guy like Freeman to put in the years of Retail like he did, putting his dreams on hold to do so, and even having to suffer the agony of attending stupid conference meetings on his DAY OFF!!! When I read about him having to get up early in the morning to do so, I kept thinking, "My company doesn't pay ME enough to attend their stupid meetings on my day off! No way in hell could I do that!"But Freeman certainly did, and his experiences have made quite the seller! I'd recommend this book to ANY Retail employee I know and don't know, since this book would certainly make all of them think, "Yup, I remember that happening to me!" The only ones who could truly understand this book are the ones who HAVE BEEN or ARE wage-slaves, making a living to impress the average bonehead customer WHO IS NOT ALWAYS RIGHT!!!

From Act I:"I think you left these behind," I said, handing them to her. This happens all the time when women try to return bags they've used. Tampons, lipstick, coins, Tic Tacs, and condoms are the top treasures found."Greasy" let out a sigh as if I were the problem. "I really don't see what the problem is here. It's none of your business what I keep in my handbag."It is when my commission is at stake! I'm not your Designer Handbag Rental Service! My name is not BagBorrowOrSteal.com!This is a place Freeman Hall, a twenty-year veteran "on the floor," knows well. While delivering side-splitting stories alongside brutally cynical commentary, Freeman recounts his most shocking experiences in Retail Hell.From the time he was attacked by a customer's four-year-old, who grabbed onto his leg like a poodle and wouldn't let go, to the day he found the fitting room walls covered in s\*\*t, Freeman has seen and heard (smelled and felt) it all! Horrifying and hilarious, this behind-the-scenes look at what really goes on at the Big Fancy Stores is rollicking, ready-to-wear wisdom for readers everywhere.

From Publishers WeeklyFor Hall, retail was destiny, for he came from a family of retail workers, including his great-grandfather, who owned a furniture-and-appliance store in his hometown of Reno, Nev. But Hall, as he explains, had a different dream: he wanted to be a screenwriter. He didn't give up those aspirations, despite having retail jobs during his growing-up years. When he moved to California to get closer to the film industry, he looked for a job that could help him pay the bills and look fabulous at the same time. He landed a job at a department store he calls The Big Fancy, an upscale emporium known for its customer service. Those who've worked on the front lines of the service industry will relate to Hall's bitter memoir (and recognize the retailer as Nordstrom, where he spent 15 years as a handbag salesman). Hall's memoir chronicles wacky training exercises, sleep-inducing staff meetings and, of course, the customers. Every nutty client becomes a character, from foul-mouthed Lorraine, aka Shoposaurus Carnivoarus, to more generic Serpents and Bloodsuckers. Screenplaylike renderings of Hall's dreams pop up throughout the book, as do rants about co-workers, customers' endless capacity for lying in the service of returning obviously used items and more. Hall's voice is sharp and sometimes funny, not unlike a retail-centric Perez Hilton—but the book will leave readers wondering why Hall stayed in retail for decades if he hated it so much. (Oct.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "A haute handbag salesman at a Big Fancy department store might sound like the most glamorous way to work in retail. Think again. In his new book, "Retail Hell" (\$23, Adams), Gucci hawker-turned-author Freeman Hall shares hilarious tales of his 15-year servitude as a sales guy, from crazy customers to the cloyingly cheerful store culture." -- Washington Post Express, September 25, 2009For Hall, retail was destiny, for he came from a family of retail workers, including his great-grandfather, who

owned a furniture-and-appliance store in his hometown of Reno, Nev. But Hall, as he explains, had a different dream: he wanted to be a screenwriter. He didn't give up those aspirations, despite having retail jobs during his growing-up years. When he moved to California to get closer to the film industry, he looked for a job that could help him pay the bills and look fabulous at the same time. He landed a job at a department store he calls "The Big Fancy," an upscale emporium known for its customer service. Those who've worked on the front lines of the service industry will relate to Hall's bitter memoir (and recognize the retailer as Nordstrom, where he spent 15 years as a handbag salesman). Hall's memoir chronicles wacky training exercises, sleep-inducing staff meetings and, of course, the customers. Every nutty client becomes a character, from foul-mouthed Lorraine, aka Shoposaurus Carnivoarus, to more generic Serpents and Bloodsuckers. Screenplaylike renderings of Hall's dreams pop up throughout the book, as do rants about co-workers, customers' endless capacity for lying in the service of returning obviously used items and more. Hall's voice is sharp and sometimes funny, not unlike a retail-centric Perez Hilton--but the book will leave readers wondering why Hall stayed in retail for decades if he hated it so much. -- Publisher's Weekly, 7 September 2009

About the Author  
Freeman Hall began slaving in retail at the age of twenty at Macy's. His most notable experience was with specialty clothing store Nordstrom, where he spent fifteen years as an award-winning handbag manager and salesperson. In 2007, he created the popular "Retail Hell Underground" blog and videos, generating a satirical sounding board for retail slaves worldwide.