

31 March 2008



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[MacBook Air Test Drive Available at Your Local Store](#)

Apple introduces Personal Shopping at the Apple Retail Store

Apple doesn't want you buying one of their products not knowing every particular aspect about it before you make the purchase. Quite frankly, no one wants you knocking on their door for a refund. But this isn't why Apple is offering its **Personal Shopping at the Apple Retail Store** service. The Cupertino folks just want to treat their customers in the best way possible. "**Meet the world's thinnest notebook. Introducing MacBook Air.** Sign up for a free, personal guided tour to get a hands-on demonstration and have all your question answered at your favorite Apple Retail Store," says the electronics giant. So, what is **Personal Shopping** anyway? Apple points out on its web site that "Personal Shopping is a whole new way to shop at the Apple Retail Store ... We know the store can be busy, so when you're ready to talk, Personal Shopping is a way for us to give you our undivided attention." Naturally, Apple is offering this service for free, using a dedicated Mac Specialist, which is one of the many positions within an Apple Retail store: Store Manager, Assistant Store Manager, Mac Specialists, Personal Shopping Specialists, Business Consultants, Inventory Control Specialists, Mac geniuses and of course Cashiers and Concierge. The latter is the guy who assists and gives tours of the store. That's who you want to talk to first. The guy in the blue shirt with a sign that says "I'm here to help." By the way, guy in blue shirt: where were you when I was being robbed of my lunch money during 7th grade?! Anyway, you can start by registering online and selecting the product(s) you wish to learn more about and even "test drive." Apple says you're welcome to bring along a list of questions too, although it's not necessary, since many of them will probably be answered by the Mac Specialist before you even begin asking. You can [book reservations](#) up to four days in advance.