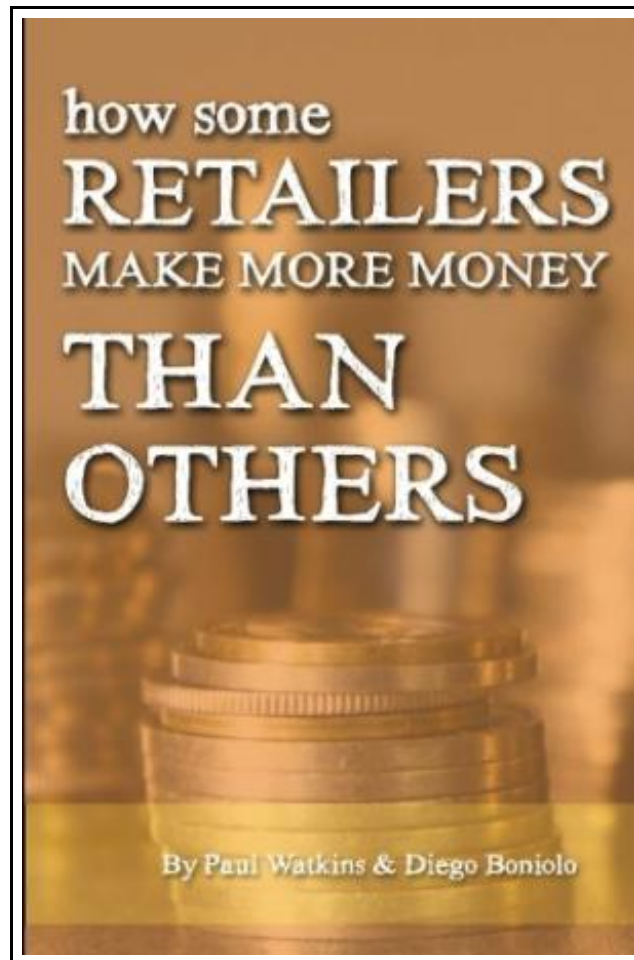


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Complete manual! Its such a great study. It really is writter in straightforward phrases rather than hard to understand. You are going to like the way the article writer create this publication.
(Ike Fadel)

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New Zealand Standard Book Numbering Agency, United States, 2011. Paperback. Book Condition: New. 202 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.Making money as an independent retailer, be it under your own brand or that of a franchise group, is not easy. How do you generate a profit when all around you huge discount stores are offering the same products at lower prices and spending millions on advertising? This book explains how growing your store s profits starts with an understanding of the three-part Critical Retail Formula. The formula is Customer Numbers x Customer Spend x Gross Margin = Gross Profit and you must have a strategy for each of these. What you will learn: - Why mass media advertising is a waste of your time and money - Why putting dots on a map is the best market research - How to become the local guru in your field - How to maintain your gross profit despite a falling customer count - The surprisingly big impact you can achieve on sales just by rearranging your shelves and store layout. - How your next new customer is already standing in front of you i.e. turning browsers into buyers - If you can raise the customer repeat buying rate from 4 to 6 times a year, that s a 50 growth in customer count. This book explains how to do that - Techniques for increasing the spend from each customer - How just simple questions can double sales to each customer - How to improve your gross margin without a buying group or the need to heavily discount your products - Do loyalty programs really work? - How to keep your sales team motivated The book is heavily sectioned for easy reference and packed with...



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