



Growing Your Retail Business

Are You Maximizing Your Retail Business?

Knowing how to improve in-store customer service, Merchandising and promotions is crucial to maintaining and growing your market share.

Martec offers three tools to help you, your franchisees or your tenants grow their retail business.

Retail Skills Assessment

This is a short set of questions and exercises that helps store managers or owners gauge their current retail skill levels in the key program topics.

The overall goals of the assessment are to:

- Identify the strengths and weaknesses of their current retail practices
- Appreciate what they will do well and less well compared to their competition
- Identify shortfalls in current merchandising knowledge and practices
- Point them in the direction of additional retail training and best practice changes

Once the assessment is completed, the store owner or manager may recognize they need further help. This is where the next two tools provide assistance.

Retail Business Growth Handbook

The Retail Business Growth handbook is a self-paced guide, which goes into detail on retail best practices. It gives further direction on how to grow retail and what factors need to be examined to achieve this.

The overall goals of the handbook are:

- Provide the knowledge and tools to grow the retail business
- Create a personalized Action Plan that will serve as a road map to grow the business
- Change the business mix and profitability by growing retail business without sacrificing profit margin

The handbook also serves as a quick reference guide.

At the end of the handbook there are two financial worksheets that help with risk management and assessment of the impact of proposed changes. These help insure that growth is achieved in a financially sound way.

Growing Your Retail Business Workshop

The Assessment and Handbook are building blocks for the Growing Retail Sales Workshop.

The workshop gives the participants the benefit of an experienced instructor. It also gives them the opportunity to interact with other store owners and managers, and can be tailored to individual company's needs.

The overall goals of the workshop can be summarized as:

- Provide the knowledge and tools to grow the retail business and increase cash flow
- Create a personalized Action Plan that will become the roadmap to growing the retail business
- Change the business mix and profitability by growing retail business without sacrificing profit margin

How Do I Buy The Program?

You can order the skills assessment and handbook separately without attending a class presentation. If you attend a class, you receive all three elements of the program for the class fee.

Classes are normally organized as in company events. A "train the trainer" option is also available for large concerns.

Pricing

Retail Skills Assessment	\$300 per copy
Retail Business Growth Handbook	\$300 per copy
Growing Your Retail Business Workshop	\$18,000*

*Per class of up to 25 students. The class includes all three sets of materials.

For further information, please contact:

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