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Just About Everything A Retail Manager Needs To Know



Synopsis

The 'how-to' retail book every manager should read! By world famous retail consultant John Stanley. This hot retail book is a wealth of information for every retail manager and store owner. John has successfully put into an amazingly usable format, the experiences and insights he has gathered in his more than 20 years as an international retail consultant. Just About Everything A Retail Manager Needs to Know is in a handy reference format, no need to read the whole book if you are short on time, just open up to the topic you need a solution on. Every topic is individually explained in a easy to use 'how-to' style, ideal for rapid problems solving in the retail environment. Topics include: * Win over the customer and turn them into lifetime customers * learn how to sell to different generations * create a customer friendly team Promote your products * produce signs that sell * create more profitable displays * sell concepts not products Manage your store * maximise your customer flow * manage your merchandising to increase profits * use colour more effectively Manage your business * develop a retail business strategy * benchmark your store * increase your average sale-and increase profits And, much, much more...

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Customer Reviews

This is clearly written for people who don't read books - which is just as well because most retailers rarely find the time to read the books they would like to. That's why the format in 'Just about everything a retail manager needs to know' is so useful for managers. It is clearly indexed and cross-referenced which allows you to hone in on the topic you want to know about quickly and easily. This might be on how to write signs that sell, how to face products correctly, how to set up a shop window or even something as simple as how to use a PA system effectively in your

store. There are a whole multitude of topics to choose from and the information given is simple, straight forward and therefore easy to apply. It's a wonderful format, tailor-made for the retail industry.

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