

A POWERFUL NEW SPEECH FROM GEORGE WHALIN

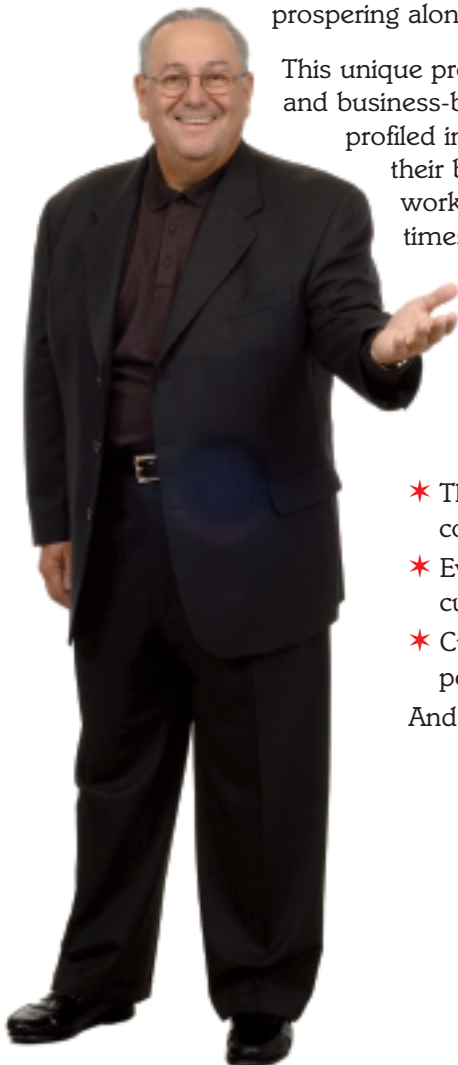
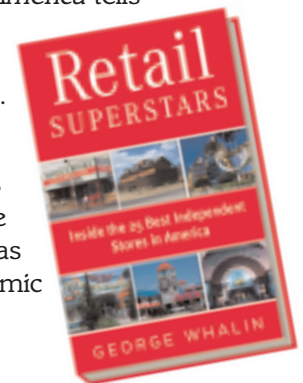
Becoming a RETAIL SUPERSTAR

Business-Building Lessons from America's Best Independent Stores!

It is always a challenge for independent retailers when consumers cut back and limit their spending as they do during a recession. Yet, in the middle of one of the most severe economic downturns in memory, there are independent retailers who are not just surviving but thriving. Any retailer who wants to build a more successful business can learn some extraordinary lessons from these superstar independents.

George Whalin's new book *Retail Superstars: Inside the 25 Best Independent Stores in America* tells the story of 25 stores that are redefining what independent retailers can do in a highly competitive environment. These amazing retailers are growing and prospering alongside national chains and big box stores of all kinds.

This unique presentation is jam-packed with the strategies, ideas, and business-building tools employed by the independent retailers profiled in the book. Whether just starting out or eager to take their business to the next level, retailers can learn what has worked for the best in the business even in tough economic times.



Participants will learn how...

- * Independent retailers stand-out and thrive against much larger competitors including national chain stores.
- * Innovative store design can be used to attract more customers and build a more successful business.
- * The right merchandise mix and selection can be the most powerful competitive edge.
- * Even the smallest stores can use creative marketing ideas and tools to attract customers and keep them coming back again and again.
- * Customer relationship building has become retail's most important and powerful business strategy.

And much, much more!

TO PUT GEORGE WHALIN TO WORK FOR YOUR ORGANIZATION, CONTACT:



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