

What will have to change for your stores to have a substantial increase in sales this year?

Great Store Managers Make Great Stores!

Store managers play a crucial role in the success of a store.

An investment in their professional growth will pay huge dividends!

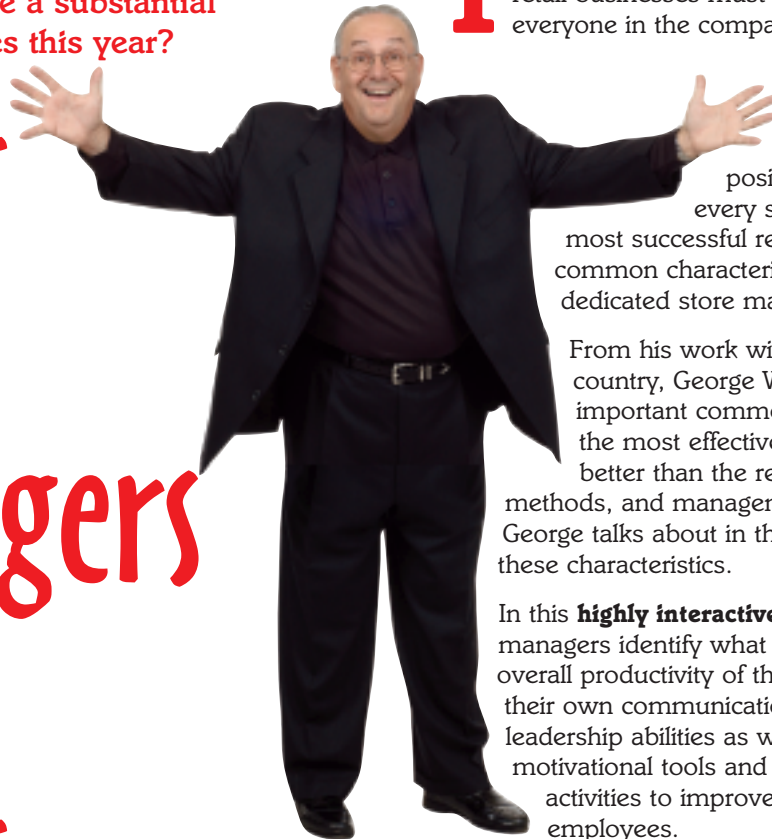
TO PUT GEORGE WHALIN TO WORK FOR YOUR ORGANIZATION, CONTACT:



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To succeed in today's highly competitive markets, retail businesses must get extraordinary effort from everyone in the company, they must employ the most talented people they can possibly find in every position. This is especially true when it comes to the position of store manager. In every segment of the business, the most successful retail organizations share the common characteristic of having talented, dedicated store managers.

From his work with retailers all across the country, George Whalin has identified the important common characteristics that make the most effective store managers so much better than the rest. The ideas, skill-building methods, and management-improvement concepts George talks about in this seminar are built around these characteristics.

In this **highly interactive educational experience**, managers identify what it will take to improve the overall productivity of their stores. They fine-tune their own communication skills, personal focus, and leadership abilities as well as learn how to use motivational tools and daily people-building activities to improve the performance of their employees.

George's seminars are positive, upbeat, inspirational, and just plain fun! Your managers will come away fired up and more excited about their jobs. Best of all, they will have the tools needed for continued growth and improvement. Retail companies in every merchandise category no matter their size have increased sales, reduced turnover, and experienced vast improvements in the performance of their stores after providing this seminar for their managers.

Unlike off-the-shelf educational programs, **Great Store Managers Make Great Stores is custom-tailored to your company.** We will interview corporate management as well as store managers to get to know your organization. This allows us to focus the content so that it supports and enhances your company's culture and beliefs. This highly personalized approach provides a much more effective learning experience.

The store manager has a great deal of control over the attitude, tempo, feeling, and, ultimately, the success of a store.

- ➔ Store managers who become satisfied with themselves make self-satisfied stores!
- ➔ Dull store managers make/dull stores!
- ➔ Arrogant store managers make arrogant stores!
- ➔ Mediocre store managers make mediocre stores!
- ➔ Customer-focused store managers make customer-focused stores!
- ➔ Adventurous store managers make adventurous stores!
- ➔ Great store managers make great stores!

This program is best done as a 2-hour to half-day seminar.