WHAT WOULD YOU DO IF?

Expressly prepared for the

PMA 09 INTERNATIONAL CONVENTION
& TRADE SHOW

Las Vegas, NV

March 3, 2009

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About the Presenter

Rick Segel, CSP (Certified Speaking Professional), a seasoned retailer of 25 years, owned one of New England's most successful independent woman's specialty stores. He is the marketing expert for Staples.com, a contributing writer for numerous national publications, and a founding member of the Retail Advisory Council for Johnson & Wales University. Rick is the Director of Retail Training for the Retailers Association of Massachusetts. He is the creator of the Retailers Association of Massachusetts Awards of Excellence Program (RAMAEs) that has recognized over 75 of the most innovative retailers in the state.

Rick is currently serving on the Boards of Directors for five corporations and associations. After authoring and developing The Retail Technology Assessment Survey and The Retail Store Assessment Survey, online assessment applications designed for small to medium sized retailers, he created The Retailer's Advantage, a membership website devoted to helping independent retailers improve their businesses.

Rick holds the CSP (Certified Speaking Professional) designation from the National Speakers Association, an elite rank held by only 7% of professional speakers. Rick is a past President of the New England Speakers Association and he has been a featured speaker in 49 states, on four continents, delivering over 1900 presentations.

Rick has authored nine books, two training videos, and a six-hour audio program. *Retail Business Kit for Dummies*, published by Wiley, Inc., became the #1 selling retail how-to book in the United States in January 2002 and is now in its 2nd edition. *Laugh & Get Rich: How to Profit from Humor in any Business*, published by Specific House, has been critically acclaimed as a must read for its insightful outlook at our entertainment based society, and has been translated into Japanese, Chinese, and Korean. *The Essential Online Solution: The Five Step Formula for Small Business Success*, published by Wiley, Inc. is a primer for business owners on creating ecommerce success. He is also the author of *Rick Segel's Retail Inventory Control Solution: Open to Thrive* and *The 5000 BEST Sale & Promotional Names & Ideas Ever Compiled*, co-author of *Retailing in the 21st Century* and most recently**,** he authored *WOW Them into Your Store: The Art and Science of Creating Powerful Promotions and Sensational Sales* and *Becoming the Vendor of Choice: The Secrets to Powerful Retail Relationships*, both published by Specific House.

Rick also has much experience with the media and has appeared on TV, radio, and in many print articles. His down to earth, streets-smart approach to business makes him a crowd pleaser wherever he goes.

DISCLAIMER! There maybe errors in this handouts!

Any errors or "typo's that you find were also found by us less than one hour after this handout was sent to the printer. As far as spelling is concerned, Mark Twain once said, "I feel bad for the man that can't spell a word more than one way." This "disclaimer" appears to remind you that no one (especially me) is perfect.

ANOTHER DISCLAIMER! You may not agree with this information!

These ideas are not the gospel! These are just a few ideas that have worked (or haven't worked) for me. We need to always be trying new and different things. My goal is to give as much information as possible about what has worked for me in the short time we have together.

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WHAT WOULD YOU DO IF?

1. What would you do if a customer says to you what is your best price?

_____
_____
_____
_____
_____

2. What would you do if a customer says, "I can buy this at _____ for $20 less"?

_____
_____
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3. What would you do if a customer says, "My friend bought her camera here and received 20% off and that's why I came here"?

_____
_____
_____
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4. What do you do if you catch an employee stealing?

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_____
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_____
_____

5. What do you do when you catch a manager stealing?

_____
_____
_____
_____
_____

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6. What would you do if a customer says, "Is that all you have"?

_____
_____
_____
_____
_____

7. What do you do if you have bought too much merchandise?

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_____
_____
_____
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8. What do you do if you have slow selling merchandise?

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9. What would you do if you are faced with fewer customers due to the current economic times?

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10. What do you do if you hear employees talking about looking for other jobs?

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11. What would you do if you hear an employee saying negative things about your store?

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_____
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12. What would you do if you had an employee who was afraid to show expensive items?

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13. What would you do if your employees asked to receive commission?

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_____

14. What would you do if your employees don't want to work on commission?

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_____

15. What do you do if a sales rep sells your top line to a competitor?

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_____
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_____

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16. What would you do if a specific line is requested by your customers and you don't and can't carry it?

_____
_____
_____
_____
_____

17. What would you do if your employees are talking about, degrading, or comparing your competitors in the store?

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18. What do you if when someone asks for a donation?

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What about ads in adbooks?

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What do you do if the person asking is a good customer?

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_____
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19. What do you do if you're being shopped by another store?

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What would you do if _____?

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What would you do if _____?

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What would you do if _____?

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