



# Just About Everything a Retail Manager Needs to Know

*John Stanley*

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# Just About Everything a Retail Manager Needs to Know

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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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