

Barbara J. Crowhurst

Retail Makeover Specialist, Business Coach and Trainer

Is your retail store “The Ultimate Shopping Experience”?

Be ready to compete in this challenging market with the help of this retail makeover offer.

About Barbara:

Barbara Crowhurst is a retail specialist, business coach, writer, international speaker and trainer. Her comprehensive and detailed approach to retail comes from years of working in the retail industry. Her career has taken her from working with some of the largest corporate retail stores in North America to consulting with 1,000's of owner-operators since becoming self employed 14 years ago. Barbara's company is leading the way with innovative services such as retail business coaching sessions, one on one coaching and consulting by phone or in person. Barbara's comprehensive Retail Makeovers on all aspects of Retail Business have become the industry sensation. Barb's coaching sessions are 100 % effective. Retailers love the ease and effectiveness of her style.

Barbara's message to retailers,

“Effective retail is in the detail”

Some of the issues that Barbara covers with her retail clients are:

- Store design, custom fixturing design
- Store planning/ Store lighting design
- Product and Sales by category review
- Product placement
- Open to Buy /Thrive System
- Marketing
- Promotions
- Staffing / training / Firing
- Customer Service/Care
- How to sell
- What it takes to be a Retail success in today market
- Common mistakes made by Retailers
- Being an Independent Specialists
- Impress your customers
- Creating the ultimate shopping experience
- Should I open a Retail Store, should I close a Retail Store?
- Retail business idea or opening a new store
- Closing a retail business
- Cash flow/Paying yourself first
- Selling on line
- VM/display

- The sales process/increasing sales
- Advertising
- Controlling your buying
- Systems day to day stuff
- Being an Effective Franchise
- Business plan
- Know your customer
- Teacher/Resource
- Being relevant
- Trends that drive your business
- Your location, location, location
- Relocation, relocation, relocation
- Branding/ POS Systems/ Security/ Theft
- Should I expand my operation
- What product lines should I carry
- Marketing

The Offer

Win a Retail Makeover by Phone with Barbara Crowhurst

Be the lucky Wall Talk Retailer to have a 1-hour Retail Makeover

Session is by phone by appointment. With you calling me. For cancellation of scheduled meeting please give me at least 24 hours notice were at all possible.

Session is 1 hour in length. Value of this offer is \$325 - which includes all administration and review of information on Retail Makeover Questionnaire

Prior to the initial phone call, you will receive a Questionnaire to complete and send back for review.

Coaching sessions include all areas of concern and each coaching session is custom designed to address the client's needs and concerns.

All sessions and client information is confidential.

For Further Details please contact your Wall Talk Rep or the Wall Talk head office.

GOOD LUCK

Learn what you need to know to run a profitable retail business:

Barbara J. Crowhurst.

Retail Makeover Specialist, Business Coach and Trainer

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