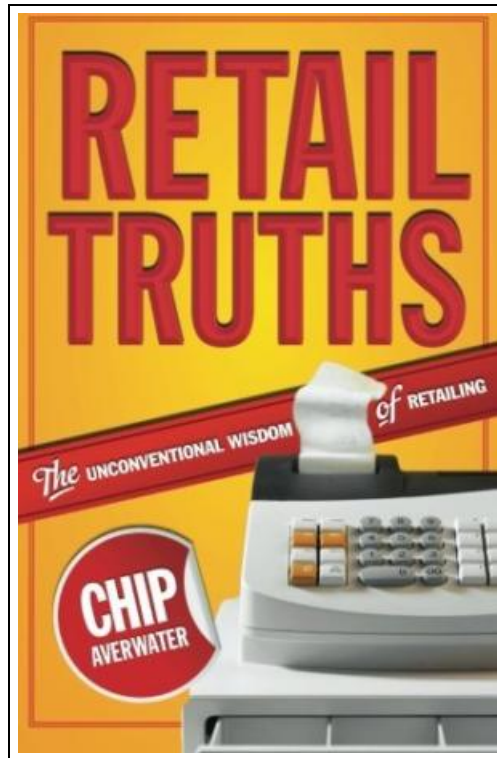


Retail Truths: The Unconventional Wisdom of Retailing



Filesize: 8.43 MB

Reviews

The ebook is easy in read through easier to fully grasp. It is rally fascinating throgh reading through time. I am effortlessly can get a enjoyment of reading a written publication.

(Kiarra Schultz III)

RETAIL TRUTHS: THE UNCONVENTIONAL WISDOM OF RETAILING

[DOWNLOAD](#)

Hal Leonard Publishing Corporation. Paperback. Book Condition: New. Paperback. 384 pages. Dimensions: 8.4in. x 5.5in. x 1.0in. 427 lessons retailers learn the hard way. A compendium of street-smart retailing insights and acumen. No academic theory--just hard-nosed realities shrewd retailers discover through experience and use to build profitable stores. Retail truths like: Wholesale is the cost of the merchandise, not the cost of the sale. There is no magic close. Profit is not immoral. Expecting to get the sale is half of getting it. They hear what you say, but they do what you pay. A manager is not a referee. A return policy is a tool, not a rule. Be-backs dont come back. Good management is an attitude, not a technique. He who underestimates his costs gets the sale. A sales presentation is not the place to give a business education. Youre not in business if youre not in show business. The last few percentage points are the profit. Merchandise is for sale, not for storage. People like to do business where business is being done. Inventory expands to fill all space. A good salesman makes a bad buyer. Building a brand doesnt make you its owner. A weak competitor is a useful nuisance. Good isnt good enough; only best gets the sale. The measure of a competitor is the price he can get. A company is known by the people it keeps. A retailers effectiveness can be measured by the animosity of his competitors. The applicant pool is not a cross section of the population. Tell the job, dont sell it. Low wages arent a bargain, good people are. All applicants are smart until they speak. If its important to know, certify that its known. Employees treat customers as managers treat employees. The only appropriate discipline is de-hiring. Growth doesnt...

[Read Retail Truths: The Unconventional Wisdom of Retailing Online](#)[Download PDF Retail Truths: The Unconventional Wisdom of Retailing](#)

You May Also Like



Do This! Not That!: The Ultimate Handbook of Counterintuitive Parenting

Skyhorse Publishing. Paperback / softback. Book Condition: new. BRAND NEW, Do This! Not That!: The Ultimate Handbook of Counterintuitive Parenting, Anna Glas, Ase Teiner, Malou Fickling, There are loads of books covering the basics of...

[Download Book »](#)



The Mystery of God s Evidence They Don t Want You to Know of

Createspace, United States, 2012. Paperback. Book Condition: New. 276 x 214 mm. Language: English . Brand New Book ***** Print on Demand *****.Save children s lives learn the discovery of God Can we discover God?...

[Download Book »](#)



Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.

Createspace, United States, 2015. Paperback. Book Condition: New. 258 x 208 mm. Language: English . Brand New Book ***** Print on Demand *****.This isn t porn. Everyone always asks and some of our family thinks...

[Download Book »](#)



Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners

Fernhurst Books Limited. Paperback. Book Condition: new. BRAND NEW, Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners, Paul B. Boissier, Expert information for yachtsmen and...

[Download Book »](#)



Edge] the collection stacks of children's literature: Chunhyang Qiuyun 1.2 --- Children's Literature 2004(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: 2005 Pages: 815 Publisher: the Chinese teenager Shop Books all book....

[Download Book »](#)