



It's Time to
RetailDifferent

Grow Your Revenue 10% or More Overnight?

We would like to introduce you to Bobby Grant, a marketing and branding expert at BroadMoar. Initially, he worked for Apple Computer as a retail marketing executive, then joined IBM Global Services as a e-commerce consultant.

With more than forty years of experience, Bobby Grant has worked with a wide range of Fortune 500 companies, including Disney, Nordstrom, FedEx, Paramount Pictures, and The Ritz Carlton. Due to his experience with these entities, he has gained insight into how to approach business effectively while avoiding pitfalls.

The experience he gained enabled BobbyGrant to speak at a lot of trade shows and industry events. Through these events, he met countless entrepreneurs, business owners, and franchise groups. By collaborating with these individuals, he was able to increase their revenue, increase customer satisfaction, and improve customer service. He has worked with many retailers who typically face similar challenges such as low margins, customer acquisition, and revenue generation throughout his career.

The sales mindset is one of the biggest challenges retailers face. When sales are slow, simply lowering prices is not always the best strategy. It may be necessary to reconsider this thought process.

Retail**Different** was created by BobbyGrant as a way to solve a number of challenges facing the retail channel.

Retail**Different** utilizes BobbyGrant's unique marketing approach known as "Reaction Marketing" along my proven three-step process. BobbyGrant has also incorporated his own modified version of the "**Within the Walls Marketing**" he created from his experience with companies such as Disney, Apple, and The Ritz Carlton. The combination of these strategies enhances the customer experience and improves customer service. In fact, Retail**Different** has generated an impressive 14.7% increase in revenue for a major retailer, overnight.

Furthermore, this approach has resulted in an average margin increase of 6% and a minimum invoice total increase of 9%.

Initially, Retail**Different** focuses on three core factors:

- 1) During our Assessment phase, we find out what's really going on.
- 2) To create an exceptional customer experience, we educate your staff on how to engage customers effectively. In turn, customer service will improve and customer retention will increase.
- 3) We live and die by the words we use and we teach you the words to use to build customer relationships and experience.

The implementation of Retail**Different** has proven to be an effective strategy for increasing revenue and margins. And to improve staff and customer retention. Contact us today!

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