

Art Freedman Sunday Night Presentation

including buffet dinner

FOR EXHIBITORS AND VISITORS

'Art' After Dinner

Citywest Hotel, Saggart, Co Dublin

Sunday 20 February 2011, 6.30pm

Hardware/DIY
Home
Garden Show

Topics that Art will cover in his presentation include:

Suppliers

- Understand the priorities and challenges of retailers;
- Learn how retailers think;
- Learn how to build relationships with retailers;
- Learn to identify retailers' competition and help them differentiate what they have to offer.

Top Four Threads of Success

- *Money* – because you must reinvest in your business;
- *Inventory* – because all your customers expect retailers to be in stock;
- *Attitude* – because your business is all about you;
- *Leadership* – you determine the result.

Training and Coaching

Discover how retailer and supplier coaching provides ongoing assessment and leads to customised training which improves individual and team contributions to bottom-line profitability.

Cost per person: €35 (Pre-booking essential)

Contact Valerie at 01 - 298 0969 or valerie@ihbma.ie

Retailers

To succeed in a competitive market you must provide at least one of the following:

- The biggest assortment;
- The cheapest price;
- The most distinctive niches;
- The best service.

Benefits of Supplier and Retailer Cooperation

Working closely together, suppliers and retailers can:

- Improve profits;
- Drive store traffic;
- Increase margins.

