



It's Time to Retail**Different**

Would You Like to Grow 10% or More Overnight?

BobbyGrant Richardson is a marketing & branding professional with BroadMoar. He started his career with Apple Computer as a Retail Marketing Executive and was recruited to IBM Global Services where he managed the e-commerce consulting group.

Over the past four decades, BobbyGrant has worked with many iconic Fortune 500 companies, including Disney, Nordstrom, FedEx, Paramount Pictures, and The Ritz Carlton to name a few. Building on his unique experiences with these companies, he learned what works best and what mistakes to avoid.

Because of those experiences, numerous trade shows and industry event coordinators invited him to present. He met many entrepreneurs, business owners, and franchise groups. He worked with them to increase revenue and grow margins while increasing customer experience and customer service. BobbyGrant has worked with many retailers in his career and most of all have the same issues: revenue, customers, and low margins.

Most retailers' problem is their mental thought processes... If sales are slow, cut your price...that's the wrong thought process.

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To help with the issues and challenges, BobbyGrant created Retail**Different**.

RetailDifferent combines his marketing method called "**REACTION MARKETING**" along with his proven three-step process. BobbyGrant also uses his modified version of the four dynamic principles which he learned from time spent with Disney, Apple, and The Ritz Carlton. All of these working together work to increase customer experience and customer service.

RetailDifferent has been shown to create a 14.7% increase in revenue overnight for a major retailer. The process also increased margins by over 6% on average and invoice totals by at least 9%.

With **RetailDifferent** we first look at three things:

- 1) We do a "Site Assessment" called Undercover Consultant to find what is really happening
- 2) We implement our "**RetailDifferent - Revenue & Margins**"
- 3) Teach staff how to engage with customers to maximize the customer experience while improving customer service and retention

Contact a BroadMoar Advisor today to see if **RetailDifferent** is right for your company.

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