

# RetailDifferent

## Increase Your Margins



**RetailDifferent** - Client's on Average Increased Margins 4-6% Nationally  
Grew Invoice Totals by 9% on Average

BobbyGrant Richardson is a marketing & branding professional with BroadMoar. He started his career with Apple Computer as a Channel Marketing Executive and was recruited to IBM Global Services where he managed an e-commerce consulting group for over 10 years.

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

Because of those experiences, numerous trade show 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 issues.

Many business owners engaged BobbyGrant to meet with them about challenges in their business. After nearly a dozen meetings, it was clear that retail store owners were having not only revenue issues but margins were getting smaller and smaller.

To help with the issues and challenges, BobbyGrant created **RetailDifferent For Margins**. **RetailDifferent For Margins** is dedicated to grow margins for retail stores. Our proven methods and techniques were created from years of development in the retail industry. We look at your products and services you sell and on average increase your margins 4% - 6% or greater.

With **RetailDifferent for Margins** we work to fix three things:

- 1) Increase your margins, it's all about what you keep
- 2) Increase revenue and grow invoice totals
- 3) Teach staff how to engage with customers to maximize the customer experience & service

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