



It's Time to
RetailDifferent

Grow Your Revenue 10% or More Overnight?

Meet Bobby Grant, a marketing and branding expert at BroadMoar. He began his career at Apple Computer as a Retail Marketing Executive, then joined IBM Global Services to run the e-commerce consulting group.

Over the past forty years, BobbyGrant has worked with numerous Fortune 500 corporations, including Disney, Nordstrom, FedEx, Paramount Pictures, and The Ritz Carlton. Having encountered these entities in exceptional ways, he has gained insight into how to approach business effectively while avoiding the pitfalls.

His experience led BobbyGrant to present at a lot of trade shows and industry events. As a result of these events, he met countless entrepreneurs, business owners, and franchise groups. He collaborated with these individuals to enhance their revenue, increase customer satisfaction, and improve customer service. Throughout his career, BobbyGrant has worked with numerous retailers who typically face similar challenges such as low margins, customer acquisition, and revenue generation.

Many retailers struggle with their sales mindset. Simply lowering prices when sales are slow is not always the most effective approach. This thought process may need to be reconsidered.

BobbyGrant started Retail**Different** to solve a range of retail channel problems.

Retail**Different** utilizes his unique marketing approach known as "Reaction Marketing" along my proven three-step process. BobbyGrant has also incorporated his own modified version of the four dynamic principles he gained from his experience with top companies such as Disney, Apple, and The Ritz Carlton. Together, these strategies enhance customer experience and improve customer service. In fact, Retail**Different** has generated an impressive 14.7% increase in revenue for a major retailer overnight.

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

Retail**Different** starts with three things:

- 1) To find out what's really going on, we do a thorough site assessment.
- 2) Implementing "Retail**Different**" has proven to be a successful strategy for boosting revenue and margins.
- 3) Educate your staff on how to engage customers effectively to create an exceptional customer experience. As a result, customer service will get better and customer retention will go up.

Contact a BroadMoar Advisor today!

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www.broadmoarconsulting.com

contact@broadmoarconsulting.com