



Retail Mastery System

Marketing (33 Video Lessons + 26 Forms, Checklists & Documents!)

- **Welcome To Marketing**
 - Welcome To Marketing
 - Downloadable Books & Documents
 - Marketing E-Book
 - Gold Star Game Plan
 - What Business Are You In?
 - Zeroing In On Your Marketing Message
 - Your Elevator Speech
 - Leverage- The Key To Smarter Marketing
 - Lifetime Value Of A Customer Worksheet
 - Endorsed Mailing Action Plan
 - Who Can I Partner With?
 - Endorsed Mailing Sample Letter
 - Tracking Form- Endorsed Mailing
 - Gift Certificate Redemption Tracking Form
 - Sample Letter For Organizations Soliciting Donations
 - Sample Letter To Possible Partners
 - Sample Partner Program Press Release
 - Sample Letter To Partner For Community-Wide Events
 - Case Study - Pain The Town Pink
 - Thank You Note Format
 - Marketing Plan Overview
 - Promotion Planner
 - Promotion Checklist
 - Promotion Recap
 - Promotion Budget Worksheet
 - How To Write A Great Press Release
 - Copywriting For Retailers
 - The 10 Commandments of Copywriting For Retailers
- **The Big Picture**
 - The WhizBang! Marketing System

- The Marketer's Mindset
- The Customer Focused Marketing Strategy
- What Business Are You In?
- Leverage- The Key To Marketing Smarter
- The 3 Ways To Grow Your Business

- **Get New Customers**
 - Get New Customers- 4 Key Concepts
 - Give Gift Certificates
 - 6 Ways To Give Away Gift Certificates
 - Endorsed Mailing
 - Cause Marketing
 - Other Ways To Get New Customers

- **Increase Your Average Sale**
 - 8 Ways To Increase Your Average Sale

- **More Transactions Per Customer**
 - More Transactions Per Customer
 - Moments Of Truth
 - Build Your Customer Relationships
 - Your Most Valuable Asset
 - Loyalty Programs
 - Part 1:The 6 Box Program
 - Part 2: The 6 Box Program
 - Content Marketing
 - 28 Content Marketing Ideas

- **Events & Promotions**
 - Promotions & Special Events
 - Promotions: The Big Picture
 - Types Of Promotions & Special Events
 - Ideas For Sales
 - Ideas For Item Specials
 - Ideas For Off Site Promotions
 - Ideas For Value Added Events
 - Ideas For Cause Marketing
 - Lots More Event Ideas!
 - You Can Make It Happen!



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Digital Marketing (25 Video Lessons + 15 Forms, Checklists & Documents!)

- **Welcome to Digital Marketing**
 - Welcome to Digital Marketing
 - Downloadable Books & Documents
 - Digital Marketing E-Book
 - Gold Star Game Plan
 - Free Bribe Diagram
 - Email Marketing Checklist
 - Forward To A Friend Sample Language
 - Sample Welcome Email
 - Website Building Basics
 - Website Checklist
 - ECommerce Checklist
 - Local Search Checklist
 - Review Sites Checklist
 - Social Media Content Generator Matrix
 - Copywriting For Retailers
 - How To Write A Great Press Release
 - The 10 Commandments of Copywriting For Retailers
- **Introduction**
 - Key Concepts
 - Content is King
- **Email Marketing**
 - Email Marketing Is Not Dead
 - The Basic "Rules of the Road"
 - Technical Tips For Email Marketing
 - How to Use Email Marketing
 - Top 7 Email Marketing Mistakes
- **Website Marketing**
 - The Truth About Websites

- A 14 Point Checklist For Building Your Website
 - Great Content Makes a Great Website
 - Designing Your Site Architecture & Navigation
 - E-Commerce
 - Help With Your Home & About Page
 - Building Your E-Commerce Website
- **Search Marketing**
 - Search Marketing Basics
 - Leverage Online Review Sites
- **Social Media Marketing**
 - Social Media Basics
 - Which Social Media Sites Are Best For You?
 - Create Engaging Social Media Content
 - Paying For Advertising on Social Media
 - Using Facebook Groups
 - The Magic of Live Video
- **Copywriting For Retailers**
 - 3 Key Concepts in Copywriting
 - 8 Copywriting Tips



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Staff Development (27 Video Lessons + 28 Forms, Checklists & Documents!)

- **Welcome To Staff Development**
 - Welcome To Staff Development
 - Downloadable Books & Documents
 - Staff Development E-Book
 - Gold Star Game Plan
 - Create An Ideal Employee Profile
 - How To Write A Red Hop Help Wanted Ad
 - Red Hop Help Wanted Ad Template
 - Sample Application For Employment
 - 75 Great Interview Questions
 - Interview Worksheet Template
 - Sample Hiring Package
 - Sample Sorry Letter
 - Sample Employee Training Manual
 - Sample Training Schedule Checklist
 - Sample Coaching Log
 - Sample Team Meeting Agenda
 - Personal Sales Tracking Form
 - Monthly Sales Tracking Form
 - Weekly Sales Goal Sheet
 - Sample Employee Evaluation Form
 - Secret Shopper Program
 - Secret Shopper Program - Sample Letter To Groups & Organizations
 - Secret Shopper Program - Sample Letter To Individual Shoppers
 - Secret Shopper Program - Sample Form
 - Secret Shopper Program - Recap Form
 - Secret Shopper Program - Recap Spreadsheet
 - Build A Better Bonus Program
 - Bonus Program Weekly Sales Goal Sheet
 - Sales Bingo Card
 - Disciplinary Action Form

- **Introduction**
 - 6 Steps To A WhizBang! Staff
- **Step 1: Recruiting**
 - Write A Red-Hot Help Wanted Ad
 - Getting Your Ad in Front of the Best Candidates
 - Sample Red Hot Help Wanted Video Ad
- **Step 2: Hiring**
 - Interviewing Tips and Techniques
 - Onboarding And The Hiring Package
- **Step 3: Training**
 - Introduction To The 6-Step Training Process
 - Your Employee Manual
 - Make Your Training Videos
 - Sample Training Video
 - Follow-Along Worksheet & Test
 - Do A Demo
 - Tracking Training & Advanced Techniques
- **Step 4: Coaching**
 - Introduction to the Coaching Process
 - Coaching Should be P-SOUP
 - "On The Floor, On The Fly" Coaching Techniques
 - Coaching With Sales Statistics
 - The Coaching Meeting
 - Secret Shopper Program
 - Employee Evaluations
- **Step 5: Motivating**
 - Rewards
 - The Better Bonus Program
 - Play Sales Games
 - Tapping Into Your Team's Genius
- **Step 6: Disciplinary Action Process**
 - Overview Of The Disciplinary Action Process
 - Using The Disciplinary Action Process



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Customer Service (11 Video Lessons + 9 Forms, Checklists & Documents!)

- **Welcome to Customer Service**
 - Welcome to Customer Service
 - Downloadable Books & Documents
 - Customer Service E-Book
 - Gold Star Game Plan
 - Secret Shopper Program
 - Secret Shopper Program - Sample Letter To Groups & Organizations
 - Secret Shopper Program - Sample Letter To Individual Shoppers
 - Secret Shopper Program - Sample Form
 - Secret Shopper Program - Recap Form
 - Secret Shopper Program - Recap Spreadsheet
 - Customer Experience Audit
- **Your Customer Service Philosophy**
 - Your Customer Service Philosophy
 - The Bottom Line Impact of Customer Service
 - Omni-Experiential Retail
- **Policies**
 - Policies
 - Handling Customer Problems
 - Your Store: Moments of Truth
 - WOW!
 - The Customer Experience Audit
- **Your Store & Your Staff**
 - Staff
- **Training For Your Staff**
 - Customer Service Training for Frontline Employees



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Store Operations (12 Video Lessons + 16 Forms, Checklists & Documents!)

- **Welcome to Store Operations**
 - Welcome to Store Operations
 - 4 Critical Concepts
 - Downloadable Books & Documents
 - Store Operations E-Book
 - Quick Start Guide
 - Opening Checklist
 - Closing Checklist
 - Visual Display Calendar
 - Supply Request Form
 - Defective Merchandise
 - Customer Call Back Form
 - Merchandise Hold Form
 - Repair Form
 - Mail Order Form
 - Special Order Form
 - Receiving Discrepancy Form
 - Schedule Request Form
 - Weekly Schedule
 - Managers Weekly Walkthrough
- **On the Floor**
 - The Opening & Closing Checklist
 - Your Store Environment
 - Your Counter
 - Handling the Cash
 - Staff Communication
- **Behind the Scenes**
 - Shipping
 - Special Orders
 - Your Stockroom

- Protecting Your Data
- Disaster-Proof Your Business



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Financial Management (12 Video Lessons + 4 Forms, Checklists & Documents!)

- **Welcome To Financial Management**
 - Welcome to Financial Management
 - Downloadable Books & Documents
 - Financial Management E-Book
 - Gold Star Game Plan
 - Sample Income Balance
 - Benchmark Statistical Information Sheet
- **Introduction**
 - You Are Not Your Business
 - The Financial Management Process
 - You and Your Finance Team
- **Your Financial Basics**
 - Understanding Basic Financial Reports
 - 7 Key Financial Ratios
 - Creating A Cash Flow Projection
 - Build An Annual Budget
 - Financial Calculations & Key Benchmarks
- **How to Manage Your Cash**
 - 8 Ways To Keep More of Your Money
 - What To Do When Your Business Is In Trouble
 - If You Decide To Close Your Store



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Selling (11 Video Lessons + 15 Forms, Checklists & Documents!)

- **Welcome to Selling**

- Welcome to Selling
- Downloadable Books & Documents
 - Selling E-Book
 - Gold Star Game Plan
 - Sample Coaching Log
 - Sample Employee Evaluation Form
 - Sample Team Meeting Agenda
 - Personal Sales Tracking Form
 - Monthly Sales Tracking Form
 - Secret Shopper Program
 - Secret Shopper Program - Sample Letter To Groups & Organizations
 - Secret Shopper Program - Sample Letter To Individual Shoppers
 - Secret Shopper Program - Recap Form
 - Secret Shopper Program - Sample Form
 - Secret Shopper Program - Recap Spreadsheet
 - Bonus Program Weekly Goal Sheet
 - Sales Bingo Card

- **The Sales Training Process**

- Introduction to the Perfect Purchase
- The Six Steps to the Perfect Purchase
- The Goof Proof Team Training Method

- **The Coaching Process**

- Creating a Sales Culture
- Measure & Manage With Sales Statistics
- Coaching With Sales Statistics
- Individual Weekly Sales Coaching Meetings

- **Accountability & Rewards**

- Secret Shopper Program

- The Better Bonus Program
- Play Sales Games



Retail Mastery System

Visual Merchandising (11 Video Lessons + 9 Forms, Checklists & Documents!)

- **Welcome to Visual Merchandising**
 - Welcome to Visual Merchandising
 - Downloadable Books & Documents
 - Visual Merchandising E-Book
 - Gold Star Game Plan
 - Merchandise Organization
 - Physical Layout
 - Basic Item Display
 - Fun Display Techniques
 - Window Displays
 - Sample Window Display Calendar
 - Window Display Calendar Template
- **Design & Image**
 - Store Design & Brand Image
 - Working With A Designer
- **Your Store Layout**
 - Your Floor Layout
 - Your Merchandise Layout
 - Fixtures
- **Signage**
 - Directional Signs
 - Item Signs
- **Item Display**
 - Basic Item Display
 - Fun Display Techniques
 - Great Window Displays



Retail Mastery System

Personal Business Skills (13 Video Lessons + 4 Forms, Checklists & Documents!)

- **Welcome To Personal Business Skills**
 - Welcome To Personal Business Skills
 - Downloadable Books & Documents
 - Personal Business Skills E-Book
 - Gold Star Game Plan
 - As A Man Thinketh
 - Think & Grow Rich
- **Productivity Hacks**
 - The Retailer's Time System
 - Working Smart
 - Daily Positive Habits
 - Increasing Your Energy
 - Leverage Your Retail Super Powers
 - A Simple Process For Making Good Decisions
- **Be A Learner**
 - Success Leaves Clues
 - The 4 Stages Of Learning
- **Success Mindset**
 - What You Believe, You Become
 - The Neuroscience Of Success
 - You Are Not Your Business
 - The Big Picture: Your Vision

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Inventory Management (17 Video Lessons + 20 Forms, Checklists & Documents!)

- **Welcome to Inventory Management**
 - Welcome to Inventory Management
 - Downloadable Books & Documents
 - Inventory Management E-Book
 - Gold Star Game Plan
 - Sample Department Structures
 - Stock Plan Worksheet
 - Sales Plan Worksheet
 - Markdown Plan Worksheet
 - Turn and Average Stock Worksheet
 - Sample Beginning Of Month Stock Plan
 - Open To Buy Worksheet
 - Interim Plan Worksheet
 - Sample Interim Plan
 - Monthly Projections Worksheet
 - How To Take A WhizBang! Physical Inventory
 - Inventory Timeline and Checklist
 - Inventory Sheet Template
 - Inventory Sheet
 - Sample Inventory Results Analysis By Department
 - Inventory Results Analysis By Department
 - Sample Inventory Results Analysis By Store
 - Inventory Results Analysis By Store
- **Foundations of Inventory Management**
 - Build A Great Department Structure
 - Choosing The Right POS System
 - Managing Markdowns
 - A Glossary of Terms & Calculations
- **Building Your Open to Buy Plan**

- A Quick Overview Of Open To Buy Planning
- OTB Step 1- Plan Your Annual Sales
- OTB Step 2- Plan Your Markdowns
- OTB Step 3- Determine A Target Turn Rate & Average Stock
- OTB Step 4- Plan Your Ideal Beginning Of Month Stocks
- OTB Step 5- Build Your Annual Open To Buy Plan
- OTB Step 6- Adjust Your OTB Plan Monthly
- Do You Need An Interim Open To Buy Plan?

- **Take A WhizBang! Physical Inventory**

- Preparing To Take A WhizBang! Inventory
- Taking Your Physical Inventory
- Compiling Your Inventory Data
- Analyzing Your Inventory Results



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Assortment Planning (14 Video Lessons + 5 Forms, Checklists & Documents!)

- **Welcome to Assortment Planning**
 - Welcome to Assortment Planning
 - Downloadable Books & Documents
 - Assortment Planning E-Book
 - Gold Star Game Plan
 - Your Merchandising Philosophy
 - Purchase Order Tracking Log
 - Credit Reference Form
- **The Basics**
 - The Merchandise Assortment Cycle
 - Your Merchandising Philosophy
- **Key Concepts**
 - Develop Your Product Mix
 - Watch Your Top 20
 - Test, Test, Test
 - Buying Broad & Shallow vs Narrow & Deep
 - The Price/Performance Connection
 - Make A Matrix
 - Profitable Pricing
 - Buy With A Plan To Sell In Mind
- **Purchasing**
 - Nitty Gritty Details of Purchasing
 - Working With Vendors & Vendor Reps
 - Trade Show Tactics