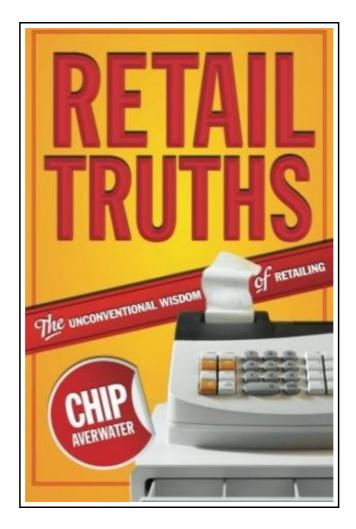
Retail Truths: The Unconventional Wisdom of Retailing



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RETAIL TRUTHS: THE UNCONVENTIONAL WISDOM OF RETAILING



Hal Leonard Publishing Corporation. Paperback. Book Condition: New. Paperback. 384 pages. Dimensions: 8.4in. x 5.5in. x 1.0in.427 lessons retailers learn the hard way. A compendium of street-smart retailing insights and acumen. No academic theory--just hard-nosed realities shrewd retailers discover through experience and use to build profitable stores. Retail truths like: Wholesale is the cost of the merchandise, not the cost of the sale. There is no magic close. Profit is not immoral. Expecting to get the sale is half of getting it. They hear what you say, but they do what you pay. A manager is not a referee. A return policy is a tool, not a rule. Be-backs dont come back. Good management is an attitude, not a technique. He who underestimates his costs gets the sale. A sales presentation is not the place to give a business education. Youre not in business if youre not in show business. The last few percentage points are the profit. Merchandise is for sale, not for storage. People like to do business where business is being done. Inventory expands to fill all space. A good salesman makes a bad buyer. Building a brand doesnt make you its owner. A weak competitor is a useful nuisance. Good isnt good enough; only best gets the sale. The measure of a competitor is the price he can get. A company is known by the people it keeps. A retailers effectiveness can be measured by the animosity of his competitors. The applicant pool is not a cross section of the population. Tell the job, dont sell it. Low wages arent a bargain, good people are. All applicants are smart until they speak. If its important to know, certify that its known. Employees treat customers as managers treat employees. The only appropriate discipline is de-hiring. Growth doesnt...

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