

BEVERAGE ALCOHOL   
**RETAILERS**  
**CONFERENCE**

*Connect.*  
*Develop.*  
*Innovate.*



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Just Kidding;  
It is all about you!

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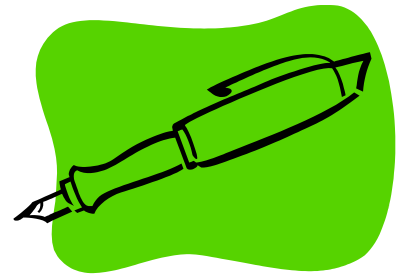


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Most people attending a seminar will see several ideas that they can utilize in their business. Unfortunately as they get back to their office, these ideas get set aside. If not acted upon within 72 hours after your return to your office, the idea will usually be lost. However, if you will write down 3 of the best ideas that you got from today, I will send you this post card in 2 weeks. If you place this post card on your desk, you will then renew the 72 hour activation time period. When I get back to my business, I want to:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



Profits Plus Solutions featuring Tom Shay  
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- My friend; another small business owner told of his business challenges
- I have problems with my manager; problems with my supervisors; my frontline staff are problems
- “What do they all share in common?”
- “They all have the same boss”
- “Ouch”

- You can hire a manager, but you can't hire an owner
- So, where can we learn to be a better owner?
- Your "twin"
- Your employees

- Not like my twins
- Not your doppelganger like Trevor Lawrence



➤ Your doppelganger of a different kind



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- This is not for the person who considers the trade show or conference as party time or a vacation



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- Attending a trade show or conference
- Look at material before show; discuss
- Meet early at trade show
- Work the show floor apart



- Morning and afternoon coffee breaks
- Lunch
- Dinner
- Skype or zoom meet to discuss after the trade show or conference

- Could continue as a “partnership”
- Sharing information
- Caution about sharing pricing information; Sherman act
- Pricing strategies on profitsplus.org website

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- Ratchet up your efforts
- Bicycle dealers have P2 groups
- Automotive dealers have 20 groups



- Automotive sub-groups
- Dealer & OEM Fixed Ops (various departments)
- Used Vehicle
- Buy Here Pay Here (BHPH)
- Independent Used Dealer
- Manager / Service Director / HR
- Proprietary & Mega-Dealer

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- Multiple face to face meetings
- Monthly zoom meetings
- Financials submitted and compiled for a monthly summation and comparison report
- Store visits
- Dealers pay \$5,000-\$25,000 yearly for facilitation
- The retail mastermind group
- The second method of learning

- Those you work with every day
- A job review by those who work directly with you and those who see in you in the workplace
- The policies and procedures of your business are a reflection of you

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- Policies and procedures should be for all
- If they don't apply to you...
- Customers will seek you out to make exceptions
- Employees will see "rules are to be broken"

- “She’s not here; she doesn’t show up until 11am or so.”
- Owner has home office
- Employee does not know what the owner responsibilities are
- To have a job review requires a job description; for you and for your employees



- To retain employees your business should be like none they have worked at before
- Use the job description as a guide
- Written in easy to understand terms; no legalese
- Performed semi-annually

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- No more than ten items
- Rated 1-10 with 10 being superior
- Review with key employees
- Response and changes is up to you

- The average small business owner does not read books
- Perhaps that is why they are average
- We spend so much money telling our customers our business is different. The difference has to begin with ourselves and our employees
- That is how we become a better owner

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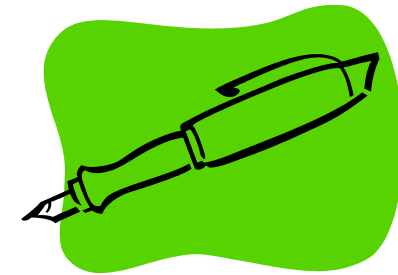


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Insanity - Using the same technique to do a task over and over, but expecting different results