

PRESENTATIONS

District staff and volunteers face many challenges in working with the businesses that are a part of their program. Here at Profits Plus, we have created these presentations that specifically address these opportunities and challenges.

1.) Keys to Building Strong Retailers

Main Street Districts can build strong businesses in either of two ways. They can work to attract new businesses with deep pockets; be it a chain store or independent business. Or they can work to strengthen the existing businesses within their district. When this second strategy works best for your district, this presentation is the one your staff and volunteers need to hear.

2.) Connecting the Dots Within the Main Street District Businesses

Connecting the Dots Within the Main Street District Businesses deals with the issue that many Main Street District managers and volunteers face on a daily basis; how do you get businesses to participate? Tom will show that while media events are important, they have to compliment what is going on in the district instead of being the focal point. Tom will also explain his 'A-B-C-D' and '1-2-3-4' strategies that can work in your community to help improve the business management knowledge of your individual businesses. This will also show specific businesses how to work together to keep customers in your district for longer periods of time.

Did You Know?

Indiana Main Streets and others have determined that only 6 cents of every dollar spent with a big box retailer stays in the community. For a chain store it's 20 cents of every dollar, but every dollar spent with a sole proprietorship keeps 60 cents circulating in the community.

In the Profits Plus toolbox, Tom Shay offers your community these **FREE** tools for your usage:

- The small business evaluation questionnaire - A 12 page self-evaluation to help a business owner determine their strengths, threats, opportunities and challenges.
- E-retailer newsletter - An electronic newsletter with a monthly suggested book to read on small business management, a promotional idea, a 'calculator' for understanding financial information, a bit of advice and comment on the current business trends.
- The e-retailer conference call - A monthly free conference call for you, your staff and all of the businesses in the community. This is a one hour conversation during which we discuss solutions to current business challenges.
- The Profits Plus website - Packed with information. This is a website with over 300 free articles on business management; 40 free calculators to perform financial analysis of the business; 40 hours of free audio recordings of Tom Shay's presentations; free recordings of the e-retailer conference calls; free job application forms; Power Points from all of Tom Shay's presentations; and many more tools.
- The AMP calculator - A tool you can use to assist a business in determining and planning their budget for advertising, marketing and promoting.
- Independent Retailer Month - Join a worldwide celebration of independent businesses. Join the movement on Facebook, Twitter, and indieretailermonth.com website.



TOM SHAY

PRESENTER

Bring an experienced expert to your community or state Main Street event. Tom Shay is a fourth generation small business owner, having grown up in the family business located on the main street of a small community. Tom Shay knows the challenges faced by businesses as well as the reward a community can receive when businesses are working in conjunction with each other and within the Main Street program.