

PRESENTATIONS

In this series, we are helping businesses step into new territories as they present their message to existing and potential customers. From the traditional to the trendy, these presentations cover all forms of promotion.

1.) Power Promoting Ideas 1

Looking for a seminar that attendees will be talking about for months to come? This is one action-packed seminar that keeps them 'wide eyed' and taking plenty of notes.

Imagine the walls of your meeting room lined with 100 posters, showing interesting pictures and sayings based on Tom Shay's book: 100 Profits Plus Ideas for Power Promoting. Seminar attendees are then invited to select posters that Tom will remove from the wall and explain how each promotion can drive customers toward their businesses.

"Anyone can advertise, but it takes a pro to promote," Tom says. After this seminar, your attendees will be equipped to promote with the best of them.

"As a fourth-generation merchant, I have seen and collected hundreds of successful promotion ideas. After writing the book, I decided to create a seminar that would not only share these ideas but also allow the attendees to interact and share their experiences. This seminar is probably the most unique your audience will attend."

2.) Power Promoting Ideas 2

"Power Promoting Ideas 1" is a seminar that puts people and ideas together. After creating a winner such as this, how do you follow up? With another edition "Power Promoting Ideas 2!" With input from participants who have attended the first edition of the seminar, we have now produced another book and another round of profit-generating ideas.

If your organization has utilized Tom Shay's "Power Promoting Ideas 1" and your attendees are asking, "What's next?" the only answer is "Power Promoting Ideas 2!"

3) Turning a Sales Flyer into a Sales Happening!

While businesses spend thousands of dollars each year on direct mail, it too often seems the only way to get additional sales is to increase the number of flyers sent. There are however, ways for a business to get increased results from their flyers by the way merchandise is presented, how the business is first seen by the customer, and by the way the staff interacts with the customers. This session will help increase traffic flow with new and repeat customers while increasing the chances of selling merchandise that is not on sale.



4.) How to Put SIZZLE on Your Sales Floor!

Businesses that have a high average sales ticket and/or high sales per square foot do not enjoy this phenomenon by accident. Customers spend more in businesses that have made a special effort to invite them in and then utilize special techniques to get them to move about the business and look at merchandise. Attendees will learn that customers who spend more time in a business are more likely to spend money and spend more than the average customer. Attendees will also learn how to make sure their sales floors are tools to entice customers to boost their purchases to new heights.

5.) If Patton Ran Your Business: How to Win the Battle with Your Competition!

There is a war going on out there. Should a business defend their market position, become an attacker, a flanker or a guerrilla warrior? This interactive workshop helps a business owner to define the proper strategy and then determine the tactics they will implement. Using stories and experiences of General George S. Patton, Tom Shay leads participants in this most useful exercise. General Patton may have been a soldier in an army, but he also had some very unique ideas of how to lead those soldiers under his command which will translate to today's business. This workshop helps participants to determine the strategies and tactics they will utilize as they combat their competitors.

6.) C.V.S. Marketing: Cause. Viral. Social.

Traditional forms of advertising - television, radio and newspaper are not only expensive and often ineffective, but the audience they reach is diminishing. Cause, viral and social marketing can do a better job of getting the message to customers. Learn from Tom Shay how to reach today's customers effectively and inexpensively.

Image advertising, as well as item and price advertising, are becoming relics of the past. To get the attention of today's consumer, you have to meet them where they are. The good news is that CVS Marketing can cost less and get you better staying power in customers' minds; but only if you know how to properly do it. See how Cause, Viral, and Social Marketing get those customers in your door and spending money.

7.) The Science and the Art of Buying

Purchasing inventory for a business; is it an 'art' or is there a 'science' behind all of the products? Tom Shay says it always takes both for a business to be successful. Increasing the maintained margins require a buyer to be more than just a buyer. You have to be addressing the eight rules that govern merchandise from the point of ordering to the selling through of the last of any item or category. This Tom Shay session includes many of the fine points of being a buyer/merchandiser that are key to success and profit.

8.) AMP Up! Creating Your Advertising, Marketing and Promoting Plan

Too many businesses do not make 'purchases' for their advertising. Instead they are 'sold' by the advertising sales representatives that call on them. Worse yet, there is no planning or detailing of the results of the advertising. This Tom Shay session provides a free planning calendar for each participant as well as instructions of how to get the most advertising for your dollar and the most sales from your advertising.

9.) Pricing Strategies for Profits Plus

How does a business determine the price for a product? Tom Shay knows that few businesses give little consideration other than the cost of the item. This thought process leads to a business having many items that are over-priced as well as under-priced. This means the business will have an overall margin that is less than what it can be. Participants will learn how to increase their overall margin, yet eliminate the image of being a high priced store. Attendees will hear Shay explain where they can make changes to the margins in every area of their business. Additional profits guaranteed!



TOM SHAY

Presenter

Profitable businesses are a result of the business owner having a plan to market the business to existing customers as well as potential new customers. Coming from a family of business owners that has long understood the value of earning a customer's business and then keeping that customer's business, Tom Shay teaches from experience. He shares ideas of how to utilize advertising to the fullest; how to create events that connect customers with the business; how to utilize the latest trends in advertising and social media, and how to develop the plan of how to target the right customers.