

# Summer Conference

## How to Avoid Industry Pitfalls

This course dispels myths and highlights common mistakes individuals make when entering into the beauty retailing industry. This course helps to put entrepreneurs on the right track so mistakes can be minimized. Students will walk away with clear steps on how to successfully enter the industry. (1.5 hours)



## Uncovering Store Revenues

This course focuses on leveraging techniques. It teaches entrepreneurs how to maximize sales of their store through asset-leveraging and indirect sales strategies. It uncovers many opportunities for owners of these stores that they rarely explore. (1 hour)

## Determining Your Start-Up Costs

This course answers the most common and critical questions entrepreneurs have. We teach individuals how to assess markets, locations and suites to determine what their initial start-up costs will be. Most individuals over and under estimate the true costs of opening a beauty supply store. We put them at the true number and what all considerations their budgets should include. (1 hour)

## Automation 101

This course teaches retailers how to use technology to design a winning store operation. It lays out the importance of automated point-of-sale presence and shows individuals how it works. This course also teaches how to incorporate store procedures that puts employees in an automated mindset, how to incorporate security and monitoring systems so owners can enforce policies even when away, and how to use software platforms to properly track sales and retail associate's ethical decisions. (1 hour)

## How to Negotiate Your Lease

There are measures that can be included in leases that can make or break a business. We teach individuals how to look for certain concessions, what amount is too much to agree to, how to secure fair terms when business is great and what recourse can be utilized if business is suffering. We teach individuals how to protect themselves going into the lease, during the lease and upon exiting the lease. (1 hour)

## How to Retain Retail Customers

In this course you will learn how to keep customers coming through your door despite the increase in e-commerce. While most retailers are closing their doors, beauty supply stores have continued to hold strong even in the toughest economies. We will teach you how you can join the ranks of a successful retail store no matter the economic climate or digital trends. (45mins)