

## Winter 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)

### Getting Distributor Accounts

This course teaches each attendee what a true wholesale distributor is and how to go about setting up an account with them. There are protocols to the approach in obtaining wholesale accounts that are able to be retailed. (45mins)

### Science to Store Layout

This course will teach retail topology and the science of how to layout a beauty supply store. One of the tickets to high sales is being able to service the customer safely and efficiently with an effective store design. (45mins)