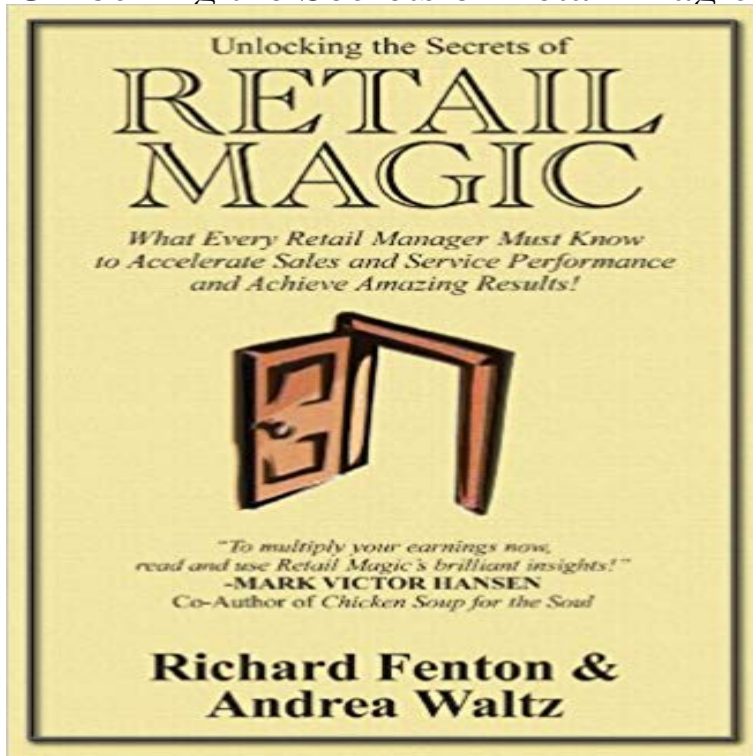


Unlocking the Secrets of Retail Magic



This one of the greatest classic fables ever written for the retail industry! It is the day after Christmas, 1979. The manager of a small electronics store throws on his heavy woolen coat to brave the winter winds for a six-block walk up Chicagos Michigan Avenue. His mission? To return a gift from an uncle he did not previously know existed... to a store the young man has also never heard of. And what does he find then he arrives at his destination? There is no neon sign. There are no store windows filled with attractive displays enticing him to enter. Just a simple brown door in the middle of a cement wall, three floors below street level in the basement garage of a downtown high-rise. And as he pulls the door handle, little does he know that this seemingly innocent errand will change the way he does business - and his life - forever! This highly entertaining story by retail sales and management experts Richard Fenton and Andrea Waltz will teach you to... - Get amazing results by taking a more strategic approach to coaching and developing others - Easily identify the people you want on your team and those you dont - Drive retail sales by adopting a philosophy that teaches your people that to sell is to serve - Challenge others to increase their failure rate which will greatly accelerate their movement toward success! - Dramatically raise your standards for letting people into your organization - And much more! If you truly want to increase sales, improve service and control your destiny, this is the book that will show you the way!

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