



**Nursery & Garden Industry
South Australia**

2012 'TOOLKIT' SEMINAR PROGRAM

Presents the following Workshop

"Hardware retailing 2012 and beyond, the challenges and opportunities."

By

**JOHN STANLEY
(John Stanley Associates)**

ON

Thursday 29th March 2012

Program

- The changing face of retailing
- Who is the customer and how do they think
 - Marketing in the new economy
- How to be a successful retailer in hardware in 2012 and beyond
 - The growth categories
 - What are the global trends
 - The role of the virtual hardware store
- Implementing the changes in your own store

TIME: 8:45 am for a 9:00 am start – concludes at 5:00 pm

COST: \$165 (Inclusive of GST)

BOOKINGS: Maximum 50 positions available

Early Bird Registration by 14th February 2012

For each of the early bird bookings, John Stanley Associates will provide one complimentary copy of one of the books listed below

"Just About Everything a Retail Manager Needs to Know"

OR

"Think FOR Your Customer"

Background to the Presentation

Around the world hardware retailers are experiencing a period of change. The new consumer today demands a hardware retailer to be a focus for the community, provide an experience, provide an online service as well as providing for their hardware shopping needs.

A Virtual store is now part of the mix. Other activities that help build the community are equally important. At the same time the way a hardware retailer relates to the consumer is also changing. Social media marketing now has to be integrated into traditional marketing techniques due to the change in communications tools being used by consumers.

The consumer has a choice between three major providers and smaller independent stores. The global retailers are well tuned in to the latest retailing techniques to maximize sales per square metre. Whereas independent hardware retailers, who are a critical part of the retail mix, require support and help to maximise their return on investment.

Hardware retailers need to be focused on change. Independent hardware retailers are ideally situated to grow their market share, but what worked in the past may not be the solution for the future.

This leads to opportunities and challenges and John Stanley with his global exposure and global experience can ideally position you to help you make a difference in your community.

Objectives

1. To provide delegates with a vision of the opportunities that can be taken in today's economy
2. To provide a strategic retail plan for the future
3. Identify the opportunities to grow sales per square metre in a hardware retail outlet.

Value for you the member.

Members will:

- Be shown how to introduce practical, proven ideas that will make an immediate, positive difference to their business.
- Learn from one of the top ten percent of speakers in the world today.
- Hear the latest trends from around the world.

RETAIL BOOK OFFER TO EARLY BIRD REGISTRATION.

Those who register and pay before the 14th February will receive one of the following publications from John Stanley.

'Just About Everything a Retail Manager Needs to Know'

The 'how-to' retail book every manager should read! This hot retail book is a wealth of information for every retail manager and store owner.

'Think FOR Your Customer'

This is an easy to read, and easy to use tool to help you and your team delight your customers and grow your business into an outrageously successful business that turns customers into advocates and keeps them coming back for more.

About John Stanley

John Stanley was awarded the title of WA Entrepreneur of the Year 2009, and his business John Stanley Associates was awarded WA Small Business Champion— Education and Training 2009. John is a Certified Speaking Professional (CSP) and as such is considered to be one of the top ten percent of speakers in the world today.

He has a Master of Science degree from Essex University and in his early life taught perishable retail management at Merrist Wood College in Guildford, England.

A Nuffield Scholarship to study marketing in the USA launched John into his consultancy career. John interprets global retail trends to help businesses worldwide adapt to changing economic and political situations.

By capitalising on the opportunities that change presents, John shows his clients and audiences how to expand and grow their markets by optimizing current market challenges.

John's expertise covers all forms of retailing with clients in supermarkets, hardware stores, pet stores, shopping centres, newsagents, libraries, garden centres, farmers' markets and town centre retail development.

To further help his clients John put his ideas on paper in his best selling retail management books *Just About Everything a Retail Manager Needs to Know*, *Think FOR Your Customer* and *Setting Up Shop*.

John's uncanny ability to translate economic and consumer lifestyle trends into winning strategies for his clients has made him one of the most sought after consultants and speakers on the planet today.

Professional qualifications

- Master of Science, Essex University, UK
- Competency Based Training Certificate (IV)
- Certified Speaking Professional (CSP) (Australia)
- West Australian Education Business Winner 2009
- Nuffield Scholar
- Workplace Assessor Category (III)
- Voted 14th in Power 50 (UK) 2008
- Train the Trainer Certificate UK
- Entrepreneur of the Year 2009 West Australia

"John Stanley is a world renowned retail guru. He is a consultant and key note conference speaker with clients in 34 countries.

John has been described as "being a global positioning system (GPS) for retail businesses. It buzzes in his head with no off button. For your business, this is a major bonus, John has an instinct to turn business growth and profits upward. He'll offer you a guidance system to point you in a direction for exceeding your current destination."

John uses his in-flight time to write books. He has written 11 industry specific books to help businesses improve and grow their markets.

His book *Just About Everything a Retail Manager Needs to Know* has been described as being the Retailers' Bible.

His skill is in interpreting broad global trends then providing retailers with practical, low cost ideas to maximise current economic, customer service and marketing trends to increase sales and grow profits.

John's clients will tell you that investing in John's services is an investment in your business as the returns he creates for his clients are enormous. They say that you cannot afford not to employ John Stanley to help you build your business.

