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When Retail Customers Count

By Mark Ryski

AUTHORHOUSE, United States, 2005. Paperback. Book Condition: New. 223 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Retail is big, it's important and retailers have challenges. Retailers don't want (or need) advice that is generalized beyond practical use. Retailers need ideas and strategies that are actionable. When Retail Customers Count provides just that. When Retail Customers Count is a book about how understanding the volume and timing of prospect traffic in a store can help retailers answer some of the most fundamental questions about their business including: ? Does your advertising work? ? Are you making the most out of your sales opportunity? ? Is your staff scheduling optimal? ? Which is your best performing location? ? What is your sales conversion rate? ? Are your store hours right? Every retailer wants to know the answers to these questions, but the vast majority doesn't have a clue how to find the answers. When Retail Customers Count uses real world examples to show retailers exactly how they can answer these questions and more with traffic analysis. When Retail Customers Count is informative, comprehensive, actionable and extremely readable. A book on retail traffic analysis...



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Reviews

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