

# ATTENTION Regional Network Group (RNG) Coordinators

## Your brothers and sisters in the Flooring Industry need you!

Pool your resources and gain the key insights that will invigorate your business and help you thrive in this economy

Romano Consulting Group, Strategic Alliance Partner of CCA Global, has heard the concerns of members and has developed a new series of quick-hitting programs that address the current pressing needs of your business. These series were designed to offset the fees of one-on-one consulting by spreading the cost of this specialized consulting across members of your group. We have been around both the United States and Canada for years analyzing the most complex flooring business issues and have more recently devised smart solutions to the pressing problems of today. Problems like: "I don't have enough traffic to breakeven", "I can't cut any more from the budget, but still need to", "How do I boost sales, NOW".

Below you will find a listing of our offerings:

### 1 Day Program- Best Practices

Discussion of effective practices being utilized by the most successful flooring retailers.

- |                          |                        |
|--------------------------|------------------------|
| Financial Controls       | Process Efficiencies   |
| Merchandising Management | Compensation Plans     |
| Pricing Strategies       | Employee Effectiveness |
| Sales Management         | Cash Controls          |

These techniques are hard hitting and sustainable!

\*\$250 per attendee plus travel expenses (minimum of 5), cost includes lunch and meeting space

### 2 Day Programs- Financials 101, Growing Your Business Through Outside Sales, Operational Efficiencies

**Financials 101** – Workshop covering how to analyze your income statement, balance sheet, and financial ratios. Discussions will focus on how to make positive changes to your financial position

**Growing Your Business Through Outside Sales** – Session identifying opportunities in your market, how to attract new business, and handling the business in the store. How to find, compensate, and track the effectiveness of an outside sales professional is also covered. Outside sales programs, supporting materials, and an implementation plan will be created

**Operational Efficiencies** - Two-day session outlining the most efficient and effective systems from greeting to handling receivables. Owners will learn how to optimize business processes with the least amount of manpower

\*\$475 per attendee (minimum of 10), cost includes lunch and meeting space

### Sales Management Programs:

#### 4 Day - PhD Program

This program is designed for stores with a dedicated sales manager. It covers our entire suite of sales management tools with the sales managers and owners. Our team provides six months of follow up consulting with each owner/manager to assist in the implementation of the individual project plan created at the session. Includes our sales management tracking software.

\*\$1,100 per attendee (minimum of 10), cost includes lunch and meeting space

#### 3 Day - Remote Program

This program is designed for stores without a dedicated sales manager. It covers the "basics" of sales management with both owners/managers and sales associates. Our team provides six-months of follow up consulting with each owner/manager to assist in the implementation of the individual project plan created at the session. Includes our sales management tracking software.

Day 1 - sales managers/owners, Day 2 - 1/2 sales team, Day 3 - remaining 1/2 sales team

\*\$875 per company; multiple stores/managers for one owner count as one company (minimum of 8), cost includes lunch and meeting space

Your fellow members are tired, beat-down, and looking for hope. Be the wise leader that they need you to be and make the choice to invest in your businesses. This is the absolute best bang for your buck and it couldn't have come at a better time.

"Learn from the mistakes of others. You can't live long enough to make them all yourself."

~ Eleanor Roosevelt

### Key Benefits:

- Small group training with the most skilled professionals in the industry
- Strategies you can assimilate into your business immediately
- Quantifiable positive results that are both attainable and sustainable