

# Retailers

**Maximize Your Profits and Minimize Your Risks  
with Today's Management Tools, Techniques and Methodologies That Work**

## **SALES/MARKETING**

- Extensive knowledge of product and product lines
- Focused advertising designed for appeal to customers of highest potential
- Advertising effectiveness feedback
- Sales policies and procedures
- Targeted selling and special sales events
- Daily management of selling activity

## **ADMINISTRATION/ MANAGEMENT**

- Management authority and responsibility clearly defined
- Organizational relationships that facilitate efficient operation
- Well-defined procedures that specify articulation between organization and between persons
- Profit-based decision making
- Profit-based employee compensation program

## **PURCHASING ♦ FINANCIAL PLANNING/MANAGEMENT**

- Cash flow planning and management
- Flexible budget planning
- Establishing breakeven levels
- Establishing overhead costs
- Developing pricing policies
- Developing buying policies and procedures
- Managing inventory with justification
- Establishing credit and collections procedures
- Profit and product scheduling



**Trigon Solutions, Inc.**