

Business Idea Zone



www.kizerandbender.com

It doesn't get any better than this!

The holidays are coming! Is your business ready for the traffic you'd like to create? Are you effectively using your space? Where and how can you improve your store's appeal? Take the time to view this webinar – your business is worth it. Many, many thanks to Kizer and Bender for of this wonderful information.

[Free Store Planning & Design Webinar on NAMTA.org](http://www.namta.org)



We recently filmed "Store Planning & Design" and "Visual Merchandising & Display", a two-part webinar series for the **National Art Materials Association (NAMTA)**.

Part I, "**Store Planning and Design**" is now live on NAMTA's website. It's free, but you'll need to register before you can view it:

<http://www.artcalendar.com/namta-ppv/>

About "Store Planning & Design":

One of the most challenging aspects of retailing is designing unique,

eye-appealing displays that pull customers in and convince them to buy. Your savvy customers want more than just a place to "buy stuff" -- they can do that anywhere. Today they want to be entertained and visually stimulated. They want to shop in environments that make their shopping decisions easier. You want that too, but to do that your store's ambience, decor, signing, and displays have to work hand-in-hand as silent salespeople, creating sales even when your store associates are busy helping other customers.

KIZER & BENDER's Retail Adventure™ with NAMTA offers up ideas and advice you can take to the bank. You'll see plenty of store photos, examples of the techniques used to increase sales. You'll learn the latest in store layout, plus and tricks of the trade to increase your "shelf esteem" -- and store sales! Here are some of the sales-building topics we'll explore:

How to choose the layout that's right for your store

How to choose interior décor colors

How to properly use your Decompression Zone to your advantage

How to use Speed Bumps; Strike Zone Merchandising; Power Walls and more

Where you place the Checkout Counter can cost you money -- is yours in the right place?

We know that after viewing this webinar you will have questions about your own store, so here's the deal: Call us for a free consultation. You can even e-mail photos of your sales floor if you like for a more customized consultation!

Rich Kizer & Georganne Bender . KIZER & BENDER Speaking!

Keynotes / Seminars / Consulting / Store Design

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<http://www.kizerandbender.com> <http://www.kizerandbender.blogspot.com>

Ed Hoy's thoughts – How lucky are we to have someone offer an objective view into our business!?! Take advantage of this offer TODAY!

Continued Success,

Maria

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