

# Speaking

# Seminars

## Topics

- Amazing Results with Incremental Improvement
- Differentiate and Win
- Powerful Store Presentation
- The Case for Remodeling Your Store

**NEW BOOK!** STORES ON FIRE

**AVAILABLE SPRING 2018**



Phil Mitchell

Gary Petz

## Past Speaking Events

- National Hardware Show
- North American Retail Hardware Association
- House-Hasson Dealer Markets
- HDW Dealer Markets
- Mid-America Lumbermens Association
- Wheatbelt Dealer Market

*Phil and Gary are instructors for NRHA's Retail Management Certification Program and come highly rated. They are excellent presenters and have spoken at past NRHA conventions as well. Their message is always very relevant, and I highly recommend them.*

*-Scott Wright, Vice President Member Services  
North American Retail Hardware Association*

## Company Background

Discovery Retail Group began as a store design and consulting firm. As the company has grown it has become a retail resource which provides services ranging from store décor' to unique profit coaching systems for independent retailers. The company was founded by Gary Petz and Phil Mitchell, both of whom have strong retail management backgrounds as well as extended tenures in executive management positions of distribution companies. Gary and Phil have blended their backgrounds and their passion for retail into a business which focuses on the singular goal of helping retailers become more successful.

*"Phil Mitchell did an excellent presentation at one of the House-Hasson Hardware's Seminars in Cincinnati, OH. It was very well put together, informative and left the dealers attending with some great ideas to go back to implement. One of our dealers from New York made the comment it was the best seminar he had ever attended."*

*-Mike Wolf, VP Sales, House-Hasson Hardware*

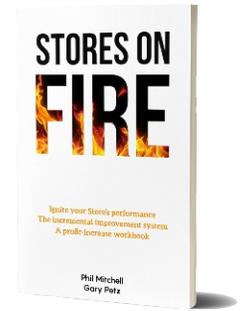
*"Thanks so much for the outstanding presentation you provided for MLA members. You provided great information that spoke to real-life situations and workable solutions - not just theory and jargon. If anyone is looking for a speaker that helps members understand the importance of differentiating their company on many levels and successfully competing against the "boxes," you're "The Guy"! You were a pleasure to work with and we heard great reviews from members."*

*-Olivia Holcombe, CAE Mid-America Lumbermens Association*

For more information on our presentations please contact our company at: [info@discoveryretailgroup.com](mailto:info@discoveryretailgroup.com) or call (888) 292-6531.

# Speaking Seminars

## Seminars by Discovery Retail Group



### **Amazing Results with Incremental Improvement - NEW BOOK 2018**

In this seminar we examine the power of small changes. Improvements, which at first glance may seem insignificant, can yield incredible improvements to your business.

You'll learn about the cyclical nature of the four asset groups you manage every day and also about the concept of "critical keys". Make improvements to the critical keys in the reoccurring processes and you'll take your retail operation to another level.

### **Differentiate and win**

Why do people shop at your store, or the one down the street, for that matter? They have lots of choices where they can spend their money and it's no secret that there are more choices every day. Now mix in an uncertain economy and the proliferation of online shopping and you should have a feel for why differentiation is critically important to your store. In this presentation we'll help you understand where and how you should look for ways to be "desirably different".

### **Powerful Store Presentation**

Do you like the way your store looks? Do your customers? Did you know that there is a lot more to a successful store presentation than just making it look pretty? During this presentation you'll learn elements of store design that will help guide your customers to deeper parts of your environment and keep them in your store longer. You'll learn how you can make your customers feel more comfortable and "at home" without saying a word to them. Implement the things you'll learn during this presentation and increase your sales.

### **The Case For Remodeling Your Store**

There are two ways to increase your business: attract new customers and/or sell more to the ones you already serve. During this session we'll discuss the rationale and the likely return on investment for taking the leap to enhance or expand your store. We deal with the impact of customer perception and employee attitudes. This presentation can help you get out of your "holding pattern" and pursue a more productive pathway of store enhancement.