

*“They understand retailing and how it works”* Rick Segel\* on Ron & Gloria Friedman

## **FREE WEBINAR!**

### **Learn about what marketing ideas WORK!**

Working with hundreds of small Retailers and Restaurants across New England, we have been able to establish marketing programs that anyone can implement immediately. You don't even need a computer POS system to utilize many of these ideas, (although a good POS computer system can assist in managing and analyzing the results).

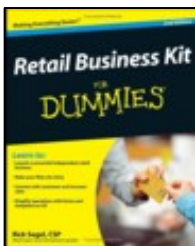
Learn about the **REAL** psychology of Gift Certificates and Gift Cards and what **REALLY WORKS!** It is **NOT GOOD** to have too many un-redeemed Gift Cards! We will teach you how to **RAISE** your Average Ticket and **INCREASE** customer visits to your business!

Receive samples of Vendor sponsored programs with a **30% RESPONSE RATE!**  
**STOP** giving *cash* to your customers in order to make a sale!



### **Grow Your Bottom Line! Next Webinar Dates:**

**Friday, September 16, noon-1pm**  
**Friday, October 21, 2-3pm**  
**Thursday, November 10, 1-2pm**  
**Monday, December 5, noon-1pm**



**Each Attendee receives (at no charge):**  
Rick Segel's **The Retailing Business Kit for Dummies\*\***

**To enroll, fax reverse side to 607-732-5179**  
**Or call DAMOMICS 607-732-5122**

\*Rick Segel is the internationally renowned author of *The Retailing Business Kit for Dummies*, *Laugh & Get Rich*, *Open to Thrive*, among others.

\*\* after returning a brief completed webinar survey

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There is no product selling in this seminar. Seminar may be recorded for future promotional use.

## **Please Fill Out This Form To Attend the Webinar**

**Name:** \_\_\_\_\_

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**Please choose preferred date(s):**

Grow Your Business

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