

“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!



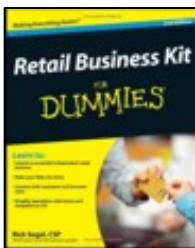
Grow Your Bottom Line! Next Webinar Dates:

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.

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Grow Your Business

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