



Bruce Baker

Nationally Renowned Merchandising Expert

Bruce Baker has taught more than 600 workshops over the past 25 years and has proven to have great insight into the future of small retail, small towns and big stakes. He has a “change or die” approach for survival of small retailers. In his humorous and motivational manner, he gives business owners the tools to thrive in the current economy.

September 24th-26th, 2012

Retailers, attend these one-of-a-kind marketing & merchandising workshops to create a competitive edge and increase your sales by 20% or more!

Invite Bruce to your location for first hand expert advice on your displays – 30 minute onsite consultation sessions are available each afternoon.

Register Now! Cost: \$25.00 per session - 5 Session Options:

Sept 24th: 8-11am – Seminar -Curb Appeal Reinvented/Marketing & Merchandising Deer Lodge – Community Center Building

Learn how to pull customers off the sidewalk and into your store. See the good bad and ugly of retail merchandising. Create terrific displays on a tight budget.

Sept 24th: 1-5pm – Local Retail Business Visits – Deer Lodge

(Individual businesses may pre-register with Headwaters for a 30 minute time slot \$25.00)

Sept 25th: 9-12pm – Seminar - Sales Techniques/Customer Service- Ennis-First Madison Valley Bank conference room.

Sales Techniques for better customer service! Learn what turns customers “on” and buyers “off”. Identify body language, both customers and yours. Use “edutainment” to make shopping fun!

Sept 25th: 1-5pm – Local Retail Business Visits – Ennis

(Individual businesses may pre-register with Headwaters for a 30 minute time slot \$25.00)

Sept 26th: 8-11am – Seminar – Curb Appeal Reinvented/Marketing & Merchandising-Butte



Funded in part through a cooperative agreement with the U.S. Small Business Administration. This support does not express or imply endorsement of any good, service, entity or individual. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.

Pre-Register with Headwaters RC&D SBDC- Retail visits are limited:

- Email jjaksha@headwatersrcd.org for a registration form or call Julie (406) 533-6780