

Eggs ‘n Issues

The Retail Games: Gold, Silver, Bronze...Bust?

Presented by
Dr. Scott Powell
Professor of Business
Grove City College

Come and enjoy a delicious breakfast with an informative and interesting presentation!

“The Retail Games: Gold, Silver, Bronze...or Bust?”

If shoppers were judges, would they award your business a medal, or send you home empty-handed?

Well, shoppers ARE judges...and they assign “medals”...mental ones...to you and your competitors. Shoppers’ mental medals lead to sales and success.

How do shoppers judge? What separates medalists from the rest? Earning a medal starts with asking the right questions...and upping your game.

Date: Tuesday, October 25, 2016

Time: 8:00 AM

**Location: Rathburn Hall
at Grove City College**

Cost: \$12 members, \$15 nonmembers

Please RSVP by mailing or faxing this form to the Chamber office by Monday, October 24, 2016

Name _____ Company _____

Address _____

Telephone _____ Number Attending _____

Amount Enclosed: (\$12 members; \$15 non-members) _____ Invoice me: _____ Pay at Door: _____

Grove City Area Chamber of Commerce, 119 South Broad Street, Grove City, Pennsylvania 16127
Phone: 724-458-6410 Fax: 724-458-6841

