



LEARN HOW TO GROW YOUR BUSINESS & C-STORE PROFITS

ENROLL TODAY!

C-STORE MERCHANDISING FOR RESULTS WORKSHOP!

Discover the merchandising categories and the keys to building sales in each one!



Discussion Topics

- Merchandising trends (Customer expectations and service)
- C-Store Merchandising

- Category Merchandising
- Profit Impact Merchandising
- Product Pricing Strategies
- Store Layout and Display
- Sales Tracking
- Shrink Analysis
- Marketing Techniques

SPECIAL PROMOTION

FREE
REGISTRATION
FOR ALL
WORKSHOP
ATTENDEES!

Mark Wells



Because of his extensive personal experiences in hands-on service station and convenience store management, Mark Wells has been able to share his perspectives and experiences with over 15,000 retailers, operators, and employees in numerous training environments. He has been a developer and facilitator of various retailer training programs for numerous major Oil companies including Marathon, Amoco, BP, Texaco, Shell, and Chevron.

Training by: **Mark Wells**

Location: **Chicago Marriott at Oak Brook**
1401 W 22nd St
Oak Brook, IL 60523

Dates: **April 11th, 2012**

Times: **Check-in: 11am-12pm**
Training Class: 12pm - 1pm Lunch
1pm - 5pm Workshop



REGISTER TODAY!

Registration fee includes lunch and course materials!

Independent C-Store Expo to follow at 2pm

Class Registration

- \$169** Early Bird Sign-Up (before March 1, 2012)
- \$199** (after March 1, 2012)

Location Name _____

Location Address _____

City _____ State _____ Zip _____

Contact Name _____

Contact Phone _____ Fax _____

E-mail _____

Attendee (1) _____

Attendee (2) _____

Attendee (3) _____

Payment Options

- Please contact me to pay by credit card (Visa, MC, AMEX, and Discover accepted)
- Check payment enclosed (Make check out to: Royal Buying Group, Inc.)

Fill Out and Fax Back to 630.353.7990