



www.SalesSmarts.com



READY. AIM. SELL.

A Unique Opportunity for Retail Businesses

**KNOWLEDGE IS POWER!
USE IT...TO INCREASE YOUR REVENUE**

Now the same group that provides demographic and market information to the wireless carriers for their retail stores, makes it available and affordable for you!

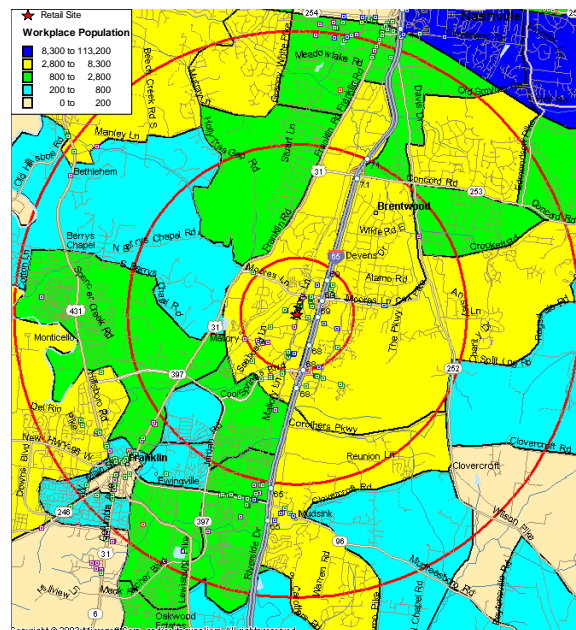
**CALL NOW FOR YOUR FREE ESTIMATE
770-242-0037**

Do you know?

- Your customer profile and potential for your stores?
- What income and age groups are best represented in your surrounding market?
- Which businesses should you target for your product and/or services?
- What products/services are best suited for your target customers?
- Which particular race or ethnic groups live within your store area?
- Which language should your advertising material be in other than English?
- How to compare the demographic opportunity at each of your stores?

The BENEFITS of our services...

- **Save money...** with targeted and effective direct mail campaigns
- **Define** your product mix... to better meet the needs of your target market
- **Invest** your \$'s more effectively...by analyzing your locations and "know" their real potential
- **Compare** locations to identify strengths and weaknesses.
- **Better** trained store personnel...Equipped to meet the needs of your customers



“WOW this is awesome! I wish I had this information about my stores from the start. It has changed how we market our services and the products we carry!”
Nickey Maxey, TeleSouth Communications

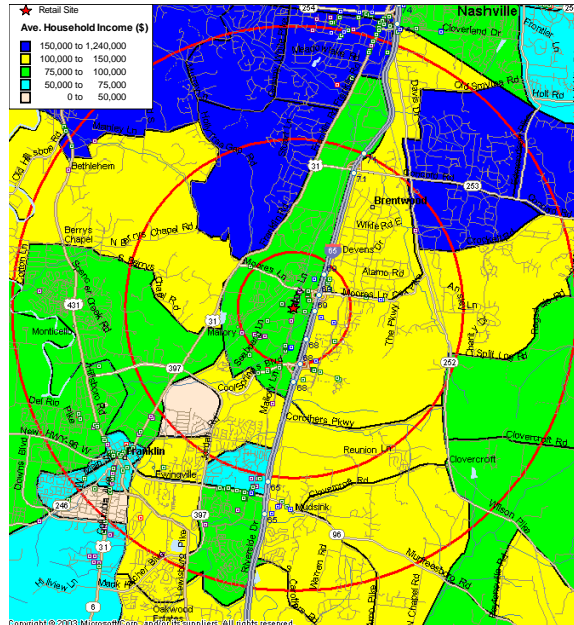


Your “insight” analysis includes a spreadsheet with over 500 demographic factors, a dozen maps and two dozen graphs of the major demographic factors in your market area.

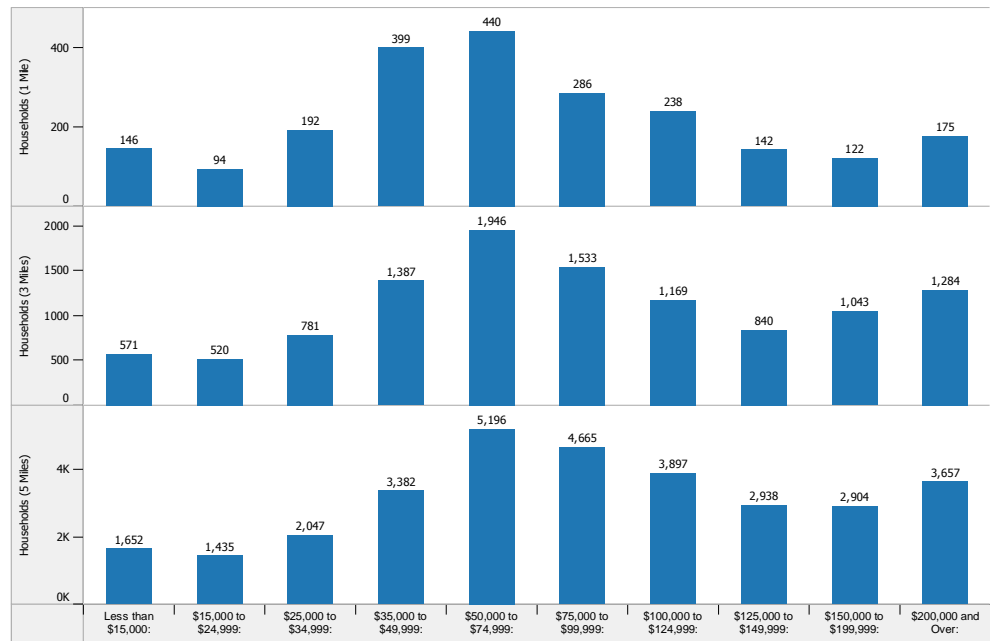
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Advanced Services

- Create demographic and geographic profiles of your customer base
- Map your customers against the surrounding market demographics
- Know the current penetration and FUTURE market potential
- Know how many competitive locations are within your market area
- How unique is your offering/product/service



This map and chart give you the “lay of the land” based upon household income. The map shows you “where” and the graph shows you the distribution of the overall market. Together these can be used to create very targeted marketing and advertising campaigns to bring the right customer for the right offering.



To get the full example go to www.saleSMARTS.com/retail



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