

Need a **GPS** for Your Company? **LAT** is teaming up with industry expert Bill Sharp for customized service to **LAT** members!

### Sometimes it's good to look up

In companies like yours, **the larger you become** (by internal growth or acquisition), **the more things have to change**. People talk wistfully about the days when they had a question and all they had to do was "**walk across the store to the owner's office.**"

**Today, the decision maker may be several miles away.** Or, the decision maker may be a group rather than an individual.

It's also true that the larger an organization becomes the more it **feels like they're on a freeway with no exits or rest stops**. Days and weeks get gobbled up by a hungry monster that needs decisions...right now!

**It may be time to look up, look around** and see if you're still headed in the direction you want to go. It may be time for your company to have a **GPS** (**G**rowth **P**lanning **S**ession).

### Good luck is when great planning and opportunity intersect

Obviously, **your batting average is pretty good...or your business wouldn't be where it is.**

However, most long term success is not the result of just "being lucky"...it comes from planning and follow through. And, where you will be five years from now is directly related to where you are now. **GPS** is about looking at **everything** and deciding what to tweak.

Two old quotes are worth repeating:

- **Things which do not change tend to remain the same.**
- **You can change without improving, but you can't improve without changing.**

### Is this a replacement for a 20 group?

Absolutely not! **Twenty groups provide members invaluable "been there, done that" ideas** for improvement. A **GPS** session is about getting your management team to select resources (people, equipment and money) to put into action.

### Some key issues evaluated in a GPS

- Promotion and events to increase traffic
- Increasing gross margin
- Advertising that is worth the investment
- Sales and customer courtesy (in-store)
- Improving inventory turns
- Targeting outside sales
- Variable margin pricing
- Sensibly managing expenses
- Reducing collection days
- Increasing impulse and related item sales
- Finding and hiring top quality people
- Maximizing training and development investments
- Stop unknowingly demotivating staff
- Increasing net profit

### Who is the discussion leader?



**Bill Sharp** has been one of the most prolific writers and speakers in our industry for more than 30 years.

He has also been on the faculty of three universities teaching management skills.

Dealers have always **loved his no mumbo-jumbo way of addressing store improvements**. Now he is the "**sit down with your management team guy**" who **makes everyone think** about change. And, **he's not tied to any manufacturer...you're not guided to a national goal.**

### What's it cost?

The fee is \$200 per hour-**on site only** (you're not billed for travel, meal or sleeping time) plus out-of-pocket travel expenses. When you put the pencil to it, **this is one of the best values you will have ever purchased.**

**You get one of the country's top consultants...at your place...working only with your management team.**

Generally, the sessions last about 1½ - 2 days (when the management team has done the assigned home work and has gathered key facts and statistics).

**For more information call**

**LAT** ... 800-749-5862.