

# 5 WAYS TO BOOST YOUR PROFITS WITH SHRINKING MARGINS

(IF YOU'RE A RETAILER)

1

## BETTER INSIDE MARGIN MANAGEMENT

With the right software you can optimize your mark-ups for the highest dollar return. That's usually not the highest or lowest price! To truly optimize your gross profit, you need item-by-item price management capability. **Without it, you're missing out.**

2

## BOOST YOUR MARKETING SAVVY

**High gross profit retailers understand the marketing game, they don't just copy the big boys.** To create the ideal gross profit environment you have to start with your target customers, then combine innovation with customer research.

3

## SUPPLIER MANAGEMENT

**The most successful store chains have a professional buyer who formerly worked for a supplier.** They're worth it, because they can constantly work volume, rebate and promotion deals that boost your gross profit dollars.

4

## OTHER PROFIT CENTERS

There are unique ways to make money! Consider renting out parts of your stores to other entrepreneurs (for a % of sales or profits). Or you can add new services tailored to new customers. **Getting creative can lead to positive profits.**

5

## INVENTORY MANAGEMENT

**You need to take your inventory management to a new level.** Less shrink, higher turn rates. The right stuff, in the right amounts, tracked properly, deterring theft. Easy to say, hard to do, but necessary. Get help if you need a boost, because it matters!

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