

OCTOBER 18

THE ART & SCIENCE OF MERCHANDISING MAXIMIZE YOUR RETAIL OPPORTUNITIES & REVENUE.

Presented by: Gabe Ormando & Jeff Peterson
North American Sales/Distributor Account Managers - ELEVEN Australia

10am - 11:30am CST

\$35.00 Ticket Cost

1,500 Points for Beyond Beauty Members

Let us guide you through the fundamentals of retailing in your salon or suite. We cover everything from managing your inventory efficiently, the importance of brand tiers, effective merchandising, utilizing promotions to increase customer engagement and the importance of back bar.



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