

Gearing Up for the Fall and Holiday Shopping Season



Retail expert Marc Willson's industry insider tips for -

- Merchandizing strategies used by popular chains
- Tips for drawing more shoppers into your store
- How to turn more shoppers into customers
- Motivating your sales staff

Thursday, August 5, 2010
8 – 10 am
The Lyceum
201 S. Washington Street

No charge but must pre-register by e-mail to
pmelton@alexandriasbdc.org
List company, address, telephone number,
and the name and e-mail address of each attendee.
For more information call Pat Melton at
(703) 778-2960

For City of Alexandria's Small Retail Businesses

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