



A True Survival Guide for Small Businesses: A No-Nonsense Approach to Successful Retailing (Paperback)

By Michael Ruffino

iUniverse, United States, 2008. Paperback. Condition: New. Language: English. Brand New Book ****** Print on Demand ******. A True Survival Guide for Small Businesses is a valuable resource for any retail entrepreneur who wants to learn how to successfully market and sell his or her business. Michael Ruffino has over twenty years of experience in retailing both as an employee and as a storeowner and presents essential marketing tools for new business owners in a practical and straightforward style. He provides twelve easy ways to advertise either inexpensively or for free, a thorough explanation of salesmanship that will help owners receive the most from floor traffic, and a simple way to look at forecasting and budgeting that avoids a heavy debt burden. Ruffino coaches entrepreneurs on the essential skills and planning needed to implement a strategy for success. Learn how to: Anticipate and understand the challenges that lie ahead Become part of the community Create S.M.A.R.T. goals Increase your skill set for better sales Analyze return on investment for every advertising dollar spent Deal with setbacks This guidebook will help business owners develop a unique footprint and culture through creative store management and innovative marketing that can be translated...



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