

Turn potential into profit ... attend the

Business Development Program (BDP) Workshop



Eliminate the GAP between income ... and lifestyle!

Act now to make this change at our first ever ERA BDP's

We are excited to invite you to attend 1 of our 2 BDP Workshops in either Charlotte, NC or Las Vegas, NV.

Through your participation in this workshop you will learn what you need to do to ensure your business is achieving sustainable, profitable growth.

Darci Aselage and new team member Janice Mack-Talcott will cover:

- Staff development, clienteling and how to build your diamond business.
- Setting meaningful profit, sales and inventory budgets.
- Breakouts — small group interactive case studies. What to look for and how to best benefit.
- KPI's — learn specific activities to apply to improve your **Key Performance Indicators** (KPI's)
- Customer and Staff development — how to access two of the largest untapped resources of your business.
- Leave with the foundations for a Business game plan for 2010/11 and a Sales Plan to help you monitor your progress against monthly milestones.

"I have found the discipline of attending two management seminars each year continually profitable. In today's world you need to step out of your business on a regular basis, analyse the business, and implement strategies for success" SM

"As an independent, I found the opportunity to access a 2 day management program with other likeminded jewelers, to discuss and learn practical retailing techniques to be of great value." BW

"After 30 years trading as a jeweler, and one year after attending my first BDP, the information generated has enabled me to make better buying decisions and consequently grow my business...the information has transformed my business." JK

The Edge Retail Academy invite you to join other successful retailers who are now making a lot more money and enjoying greater business control, thanks to the systems and advice of The Edge Retail Academy.

Limited spaces, register now.

REGISTRATION FORM

Closing date Tuesday 31st August 2010

Please Check Location you wish to attend

- Charlotte, NC
Day 1 — Tuesday 28th September 2010
9:00am to 5.00pm
Day 2 — Wednesday 29th September 2010
9.00am to 3.00pm
- Las Vegas, NV
Day 1 — Friday 1st October 2010
9:00am to 5.00pm
Day 2 — Saturday 2nd October 2010
9.00am to 3.00pm

Note: A recoverable charge of \$167.40 per participant per day will be invoiced to you upon registration to cover lunch and coffee, manuals, room hire etc. Travel, Accommodation and other meals are not included.

Hotel details and confirmation will be emailed to you along with any information you are required to bring with you on the day.

BDP Workshop

Name:.....

Number of delegates:.....

Business Name:.....

Address:.....

Ph:..... Fax:

Email:.....

To Register: Fax: 702 485 6776 or

E-mail: darci@edgeretailacademy.com

For more information call Darci toll free on: 877 910 3343

All registration forms must be completed and either faxed or emailed back to us.

Please note that cancellation must be made 24 hours before the Workshop or non attendance will incur cancellation charges.

BDP Workshops are subject to achieving minimum viable registration numbers.