

## Join Dr. Charles (Chuck) Lein for a business makeover!



Would spending a day with an Industry Icon and a select group of high achieving, like minded retailers improve the performance of your business?

### Introducing Chuck's Clusters

#### Who is Chuck Lein?

The Edge Retail Academy is proud and excited to announce the appointment of Dr. Charles (Chuck) D. Lein, retired president and chief operating officer of Stuller Inc., to facilitate 'Cluster Groups' on behalf of our jewelry clients.

Chuck has more than 27 years of experience in the jewelry, wholesale and retail industries. Prior to his position at Stuller, Chuck spent 12 years in the jewelry industry as chairman, president and chief executive officer of Black Hills Jewelry Manufacturing Co. in Rapid City, S.D., where he was responsible for all operations, including the development of substantial domestic and international markets and account relationships with thousands of independent jewelry retailers and almost all major retail jewelry chains.

Prior to the jewelry industry, Chuck held various positions in education, including Dean of the College of Business at Boise State University. He also became the youngest state university president in the United States when he was appointed president of The University of South Dakota in 1977.

Chuck has also served on a variety of business and education boards, including Albertson's Inc., where he served for 28 years.

Chuck's extensive qualifications, leadership skills, proven business acumen and in-depth understanding of the global jewelry industry, make him a very unique and valued addition to our team.

#### So what are Cluster Groups?

They are groups of four or five, similar, non competing businesses with likeminded owners who meet quarterly for a day with Chuck. Ideally, there are two people from each business present.

Once a group is formed, we produce sales, profit and inventory reports by category, vendor and price point so you can compare your strengths and opportunities on a monthly basis.

A Cluster Group meeting typically follows a proven format as outlined below:

- ☑ Reviewing progress since previous 'Cluster' meeting
- ☑ Cover agreed Agenda items such as:
  - Planning & Budgeting
  - Review Retail Key Performance Indicators (KPI's)
  - Leadership & Management
  - Time Management
  - Inventory Management
  - Marketing Opportunities
- ☑ Discuss current market trends & conditions
- ☑ Commitment Time. Time to write down what each member 'intends' to do differently between now and the next meeting including target dates for completion and anticipated benefits. These 'Commitment Forms' are copied and distributed to each member.

The real value of these groups is in the sharing of ideas and the accountability to each other. Many members have shared how focussed they become just before a meeting or monthly review knowing that they have to communicate what they have achieved (or not).

**If Chuck can take a \$600 million business and turn it into a \$40 billion business ... image what he can do for your business!**

Everyone needs a 'Coach' from time to time ... even the great Tiger Woods.

Tiger's coach can't teach him anything about the game of golf that he doesn't already know ... but

he knows how to bring out the best in Tiger. And Chuck knows how to bring out the best in you.

Now is the time for decisive action and prudent investment. Let our team and proven business tolls and strategies help you to increase your profits, your return on investment and take control of your business ... **Guaranteed.**

*“What got you there,  
won’t keep you there”*

### Is belonging to a Cluster Group right for you?

*Opportunities are limited and they are not for everyone. They are for business owners who are ambitious and seriously committed to taking their business to the next level. Does that sound like you?*

You will need to be prepared to share openly, learn willingly and commit to your fellow group members.

Thanks to Chuck’s history and excellent relationship with Matt Stuller, Matt has offered us the opportunity to host these Cluster meetings at Stuller headquarters in Lafayette.

Included in your Cluster Group membership is participation in the monthly KPI program, AdvantEdge fast sellers and the Academy website.

These powerful management tools allow you to compare the performance of your store against others stores in the data pool.

Compare your KPI’s such as margin, stock-turn, GMROI, average retail value, quantity of sales and inventory levels. Also, see how you measure up in each of our 43 categories i.e. Diamond Rings, Colored Earrings ... and even see who the top performing US Vendors are and what specific items are selling. The KPI program is valued at \$2,340 per annum but is included when you commit to a Cluster Group.

### Monthly Participation in a Group Webinar

*“Your GPS ‘Recalculates’ when you go off track”*

... and your cluster buddies will help you to stay on track in between meetings.

You will revisit the ‘Commitments’ you made at the end of the last meeting and share your successes, failures and setbacks.

### Guaranteed Results!

Because we are so confident of the benefits you will gain from your participation in a Cluster Group, we offer a **no gain, no pain** guarantee. There are no contracts to sign and if members don’t feel they are getting real value for money they simply don’t pay and obviously stop attending future meetings.

See below for Registration details ...

*‘Education costs money, but then so does ignorance’ - Sir Claus Moser*

**Cluster Groups with Chuck Lein** are ‘Strictly Limited’ and we anticipate great interest. The investment is \$1,500 per business, per meeting and you can either arrange your own group or we can help you join a group.

The Edge Retail Academy, reserves the right to apply a CPI increase to fees after each 12 month membership period.

**Contact Carol Druan – USA Sales Manager**  
Phone (toll free): 1-877-569-8657 Fax: (702) 485-6776  
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**YES! I am interested in joining a Cluster Group with Chuck Lein.**

**Please contact me to discuss this opportunity further.**

(Mr Mrs Miss Ms)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Store Name(s): \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Ph: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_