

BIG IDEAS

FOR RETAIL GROWTH

GAYLE BEACOCK

Beacock Music
Vancouver, Washington



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Springfield Music
Springfield, Missouri



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GROWTH BEGINS WITHIN

BECAUSE LEADERSHIP IS TOP DOWN

BEING THE BEST OF YOU

- Think strategically, have a plan you can execute
- Find ways to grow internally, like your lessons program
- Have standards, expect them to be met
- Create a destination, be the place you want to shop

GROWTH IS A TEAM SPORT

BECAUSE YOU CAN'T DO EVERYTHING YOURSELF

IMPROVING STAFF ENGAGEMENT

- Sell your vision to your staff
- Create space for them to add their input
- Invite feedback on how they feel about you, the store, and their job
- Involve them in the goal-setting process, and give regular feedback on your progress towards the goal

GROWTH REQUIRES CHANGE

BECAUSE YOU DON'T KNOW EVERYTHING

GETTING HIP TO BIG IDEAS

- Mobile technology is here, embrace it
- If you're not using Reverb, you're behind the curve
- Expand your payment options, unify your data
- Curate for your customers, be convenient

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