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Grow Your Business



Master Retailers: What I've Learned



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Sam Ash Music
COO





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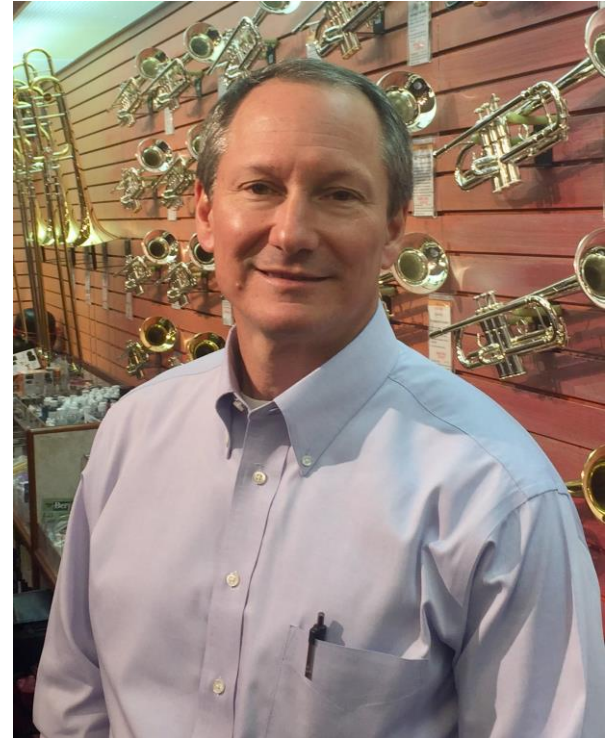
The Candyman Strings

& Things

Co-owner



Pat Averwater
Amro Music
President



Whitney Brown Grisaffi
Ted Brown Music
President





George Quinlan Jr.
Quinlan & Fabish
President





1.

**How are you bringing people
into your store?**



2.

What events are working, and what are you doing to entice people to attend?



3.

**What marketing and promotion
is working for you?**



4.

**What are you doing to recruit
and retain good people?**



5.

**What sales events are people
responding to?**



6.

**What are you doing to
differentiate yourself?**



7.

What are you doing to inspire yourself?



Bonus:

**What advice do you have for
someone just starting out in
this industry?**

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Thank you!