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Retail Performance & Consumer Trends Expert

<https://www.kmprod.com/speakers/kevin-graff>

Bio

Kevin Graff is widely regarded as one of North America's best retail speakers and consultants and was recently chosen as one of the Top 50 Retail Influencers in the world. Work he has completed for his retail clients has captured the Retail Council of Canada's Award for Best Employee Development Programs on six separate occasions.

How much in potential sales is walking out your door every day, untapped? Internationally recognized retail authority Kevin Graff has spent more than 30 years working with leaders to maximize sales and drive revenue "over the top." Focussing on improved staff performance, his enthusiasm, direct style, and action-oriented improvement plans address the key concerns in today's retail environment. [morelink]

Topics

CREATING A SUSTAINABLE SALES CULTURE

It's all the rage. A Sales Culture. Everyone wants one. More importantly, everyone needs one. With the competition levels increasing, retailers need to maximize the potential of every customer visit. Instilling a sales culture, one that lives every day in the stores, is the most

important task in front of retailers today. Why is this so critical? Simple. It means the difference between selling very little ... and selling a lot! [morelink]

GET YOUR SALES STAFF TO ACTUALLY SELL

How much money is walking out your door every day?

Customers come and go, but are you really maximizing the sales potential of every transaction? The reality is that you can, and will, improve your sales performance when you succeed at creating a selling culture in your stores. The objective of this program is very straightforward: Increase your store sales through improved staff performance. You hired them to sell, so let's get it done! We'll introduce **The 5 Foundations** needed to create a high performance selling culture. [morelink]

GET YOUR STAFF ENGAGED ... And GET BETTER RESULTS

You can't pick up a newspaper these days without reading about Employee Engagement. Studies say it can improve productivity in your stores by as much as 40%! So, there must be something to this 'engagement' thing, right? [morelink]

GET ON BOARD - THE HOTTEST RETAILING TRENDS

Do you know about the hottest retail trends and which retailers are the biggest winners today?

Are you prepared to not only deal with them but to profit from them as well? This seminar looks at the fastest growing and most successful retail trends in the marketplace. It also examines how you can guide your store to profit from these trends. Trends are driven by consumers, and the best retailers have learned to not only listen to them but to anticipate where they are heading. We'll share with you countless of examples of how retailers riding the hottest trends all the way to the bank. Get ready to be enlightened.

GET SERIOUS ABOUT SERVICE ... YOUR CUSTOMERS ARE!

There's one very simple, but challenging thing that differentiates good retailers from great retailers. SERVICE.

And if you think customers are demanding now, just wait! When it comes to the customer's shopping experience, their expectations keep getting higher and higher. Life for your front line staff is about to get more difficult - and more demanding. Learn the essential rules of the game, from the customer's perspective. Then, listen and discover seven practical steps you can take right NOW to make a tangible and sustainable difference in your stores. This isn't rocket science

- but the results are just as amazing! Filled with many funny stories and real life examples, you'll laugh and discover what you should have been doing all along. Get ready to WOW a few more customers every day.

GET IT RIGHT ... EXECUTING YOUR PLANS FLAWLESSLY

Welcome to the 'plague' for most retailers and suppliers alike ... executing those brilliant plans that get launched every month. When it comes to working together it can often seem like an "us vs. them" scenario. Whether it's a supplier 'battling' the retailer or the merchandising department 'wrestling' store operations, this often becomes an exercise in frustration that leads to poorly executed plans. It doesn't have to be this way. [\[morelink\]](#)

GET COMPLIANCE or GET OUT OF THE GAME!

It's shocking! The lack of compliance on basic store standards is ruining the shopping experience for your customers. It's also costing you thousands of dollars each year in lost sales, higher employee turnover rates and added expenses. It doesn't have to be that way. [\[morelink\]](#)

THE RETAILER'S GUIDE TO A SUCCESSFUL CHRISTMAS

This seminar is jam packed with practical ideas that focus on increasing your sales and profits during the Christmas season. By simply combining 5 or more of these ideas, you are guaranteed to increase your sales and profits. [\[morelink\]](#)

Kevin Graff is represented by K&M Productions. For more information, [fees & booking Kevin Graff, contact us.](#)