

Front-End Profit Building Seminar
Sponsored by Good Neighbor Pharmacy
Agenda

Sunday, January 20, 2019

7:00 – 8 am Hot Buffet Breakfast (non-CE)

8 am – 9:00 am Creating Curb Appeal – Looking Alive and Well

- Curb appeal is a proven way to attract new customers. **Take home:** Tools to create a winning, welcoming storefront by maximizing exposure with signage, design and color.

9 am – 10:00 am Is the Interior of Your Store Up to Par?

- Simple changes can improve the customer shopping experience. **Take home:** A plan to reinvigorate the interior and the floor plan of your store with a low budget, easy-to-follow, detailed steps boosted with plenty of real-life examples in remodeling a pharmacy front-end.

10:00 am – 10:15 am Break (no CE)

10:15 am – 12:00 pm OTC Basic to Advanced

- Strategic pricing that enhances your image, proper category placement, & exploring niches! **Take home:** Increase bottom line by understanding blind and sensitive priced items.
- Inventory turns free up cash. **Take home:** Winning category management tools.
- Private label represents value to the pharmacy and patient. **Take home:** Guidelines for eye-catching signs, end caps, and marketing.

12:00 pm – 12:45 pm Marketing

- Attract new customers. It's not the medium, it's the message! "If it's predictable it's forgettable" **Take home:** Resources to understand what your strengths are, what attracts customers and how to use that information in crafting a compelling message.