



RETAILERS

Advertising Strategy

- My advertising produces fewer results year after year. How can I spend the same money and get better results?
 - My store advertises low prices but includes step-ups in the ads. We still have a hard time selling the step-ups. How can we advertise a low price *and* sell better bedding?
 - Do all mattress ads have to look bad or scream at the reader to work?
 - Can you review for effectiveness my current ad message, media mix and spending level?
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Branding

- As a retailer we want to be sure our brand and messages are conveying the right things to our customers. How do we know if they are?
 - Can branding my store help separate me from competitors? How can I do brand advertising and still generate sales?
 - Are there ways to bring traffic to my store without just shouting low prices?
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Customer Complaints

- More of my customers are complaining about manufacturing defects. Can anything be done about that? What *should* a reasonable return rate be for a manufacturer? Other than changing out my vendors, what's the best way to address this problem?
 - Many of our customers complain about body impressions. Are there ways to reduce the return rate for body impressions?
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Merchandising Strategy

- Given my market and competition, do I have the right brands and products on my floor?
- My market is highly competitive and I'm not getting the margins I need for my business. How can I improve margins? How do I improve my mix of better bedding?

Selling Strategy and Support

- What's the best way to train my sales force?
 - Manufacturers do most of my training but have confused my salespeople with endless product specifications. How can I maintain a knowledgeable sales staff that sells what and how I want them to?
 - My biggest problem is simply getting my salespeople to sell *better* products. Do you have a strategy for that?
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Supplier Strategy

- How can I get the most from my vendors?
- How do I improve margins without changing the brands on my floor?
- How much advertising *should* I be getting from mattress vendors?

For more information, contact Lilly Management Group: 800.409.0976 or 630.377.2424

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