

Before You Blame Petrol Prices.....

Due to overwhelming demand, Tony Gattari will deliver an encore presentation of his 'Retail Success Seminar' on July 17, giving Retailers a second opportunity to learn the keys that Gattari has used so successfully in his glittering Retail career.

The first Retail Success Seminar received rave review from attendees including representatives from Gloria Jeans, The Good Guys, Cisco, Downtown Duty Free, Napoleon Perdis and Ford. Attendees received insights into Tony Gattari's nine years as the General Manager of Harvey Norman's Computer Division, where the division grew from \$9 million to a market leading \$565 million.

"If I could wrap Tony up and present him and his enthusiasm to all of my staff, I know it would be a life changing experience. He has certainly inspired me," said Joe Margo, the General Manager of Lifeline.

There are a variety of common misconceptions that limit the success of retailers, and Tony plans to de-mystify them at the encore presentation. According to Tony all successful Retailers excel in two key areas – providing a unique range of products, and a unique way of selling their products.

"Times are very tough for retailers," said Gattari, "But before you blame petrol prices, aggressive discounting and interest rates, you need to look at how customers view your brand and your product assortment, and deliver your service consistently."

"The Retail Success Seminar was developed because I'm passionate about educating people on how to get into customers' mind. This reduces the cost of acquiring customers through useless advertising," he enthused.

With a host of major Retailers already snapping up seats, Retailers should act quickly to secure an opportunity to experience a truly inspiring presentation.

Retail Success Seminar 17 July 2006 **Venue:** Wesley Centre, 220 Pitt St, Sydney
Time: 7.00pm – 9.30pm (Registration 6.30pm) **Investment:** \$99 inc GST

For more Information, or Interviews, Please Contact:

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About Tony Gattari

Tony was the General Manager for Harvey Norman's Computer and Communications Division where he oversaw the growth of the division from \$9 million to \$565 million in 9 years. Tony has been the Managing Director of a publicly listed company and also been CEO of a successful technology company.



In 2002 Tony Gattari established Achievers Group to provide one-on-one business advising in all aspects of business. Since then Achievers Group has expanded to offer more extensive services in areas including:

- Executive mentoring
- Sales training
- Team building workshops
- Business owners mentoring
- Financial planning, individual and group
- Life performance coaching
- Physical training and assessment for individual and teams
- Corporate retreats and or weekend intensives for maximum impact
- Copywriting and Marketing

About Shaun Mooney

Director and Retail Business Advisor - Shaun has been in retail since he was 15 years of age, rising from selling sports footwear to being a Sales Manager for a publicly listed company by 26. Shaun has turned around a business from losing \$600,000 a year in operating profit, improving the bottom line by \$294,000 within 6 months, and breaking even within 18 months. Shaun is the creator of the "Retail Success Chassis", a tool that is used to improve bottom line results for retailers.

Shaun is an accredited Icon Business Advisor.

