

## Helping Western Sydney Retailers

Retailers in Western Sydney are going through some tough times. Rising petrol prices, interest rate spikes, and councils putting in more and more parking meters, means that retailers are struggling to come up with solutions to increase sales. Tony Gattari will deliver a presentation of his 'Retail Success Seminar' on August 9, giving Retailers insight on how to build a successful retail business, no matter what the conditions.

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 Western Sydney 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** Wednesday 9<sup>th</sup> August 2006

**Venue:** Parramatta Leagues Club, 13-15 O'Connell St, Parramatta

**Time:** 7.00pm – 9.30pm (Registration 6.30pm) **Investment:** \$99 inc GST

**For more Information, or Interviews, Please Contact:**

Shaun Mooney  
Director, Achievers Group Retail Success Mechanics  
Ph: 0425 238 710  
Email: [shaun@achieversgroup.com.au](mailto:shaun@achieversgroup.com.au)

Tony Gattari  
Director, Achievers Group  
Ph: 0410 538 521  
Email: [tony@achieversgroup.com.au](mailto:tony@achieversgroup.com.au)

Website: [www.achieversgroup.com.au](http://www.achieversgroup.com.au)

## 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.

