



You don't have to go it alone! Introducing Personal Mentoring ...



Personal Mentoring – Prestige Level

*“Let us be your Coach and
Conscience”*

Everyone needs a ‘Coach’ from time to time ... even the great Roger Federer. Imagine how long Federer would have remained at Number 1 if he decided he already knew everything he needed to know, and fired his coach.

*“What got you there,
won’t keep you there”*

Federer’s coach can’t teach him anything about the game of tennis that he doesn’t already know ... that’s not his role.

What he does do however is help him to identify areas of his game that need to be improved or to be fine tuned and then provides advice on how to improve them. Then he works with him until they start to produce better results.

Likewise, we cannot tell you anything about your business that you don’t already know. Our role as your coach is to help you identify areas of your business that are falling short of their potential and provide you with proven strategies for improving them and then to work with you (be your conscience) until they make a difference.

*“If you always do what you’ve
always done ...
you’ll always get what
you’ve always got!”*

Now is the time for decisive action and prudent investment. Let our Management Team, all current or former store owners themselves, show you how to increase your profits and improve your return on investment ... **Guaranteed.**

We know what it’s like to be running a store alone. We’ve felt that overwhelm, we know how hard it is to stay on track, to be just hanging on and feel you can go no further. Maybe business is going well but you just can’t find time for the important things in life...you feel there is more but you don’t know how to get it.

We have the tools and skills to help you through it..

Edge Retail Academy Mentoring
*Here’s what you can expect as a member of the
Prestige Mentoring Group:*

GPS Budgeting & Reporting Program
*“Most people aim at nothing ... and hit it with
remarkable accuracy”*

Just like the GPS in your car, this powerful tool helps you to define your destination (sales, profit & inventory targets), gives you directions on how to get there and tells you when you go off track.

Running a retail store without GPS is like building a house without a plan ... you just wouldn’t do it.

Personal Phone Contact every 2 weeks
“Your GPS ‘Recalculates’ when you go off track”
And your personal coach will call you bi-weekly to see if you are on track, or off track and ‘recalculate’ as required.

Written Commentary & Plan of Action
After each ‘Coaching’ contact you will receive a written update and Plan of Action.

One FREE Advanced Seminar Day

For every six months that you are part of the Mentoring Program, you will be entitled to attend one FREE Advanced Seminar Day.

Half Yearly Sales and Managers 'Webinars'

These webinars specifically target your Salespeople and Managers ... the people you need to get the job done.

One on One Mentoring at Shows

If you attend any of the Shows at which we exhibit, you will be offered one on one mentoring time with your personal Coach.

Quarterly Reviews from our Management Team

With your prior consent, after each quarter your figures and progress will be reviewed by one of our other Management Team to insure objectivity and relevance.

Participation in the KPI Program

Included in your Prestige Level Mentoring program is continued access to the monthly KPI reports, AdvantEdge fast sellers and the Academy website.

Optional Services ...

Cluster Groups or Onsite Management

Either get together with 4 or 5 other likeminded Jewelry store owners (you can choose your own or we can assist you) to compare your performances and share ideas or we can come to you.

Note: These services are charged separately and will only be offered to Mentoring members on availability.

'Education costs money, but then so does ignorance'
Sir Claus Moser

Here's what our existing clients have to say..

"... the answer was surprisingly simple ... Retail Edge has helped me to achieve my goals much faster than I expected!!! The goals and plans I had set for myself seven months ago that I had expected to achieve in 18 months time, I am doing now!! I have made increases on my increases and the potential for my business is still far from being reached. You have so much to gain by listening to Retail Edge ... you will be amazed at how much they can help you make more money!!! - Adam Tuohy, J.M. Leech Jewelers

"When I was first approached about the Edge Academy, my initial response was I probably was not interested. What was I thinking???? I could not have been more excited about participating in the program. The information now available to me literally makes the vendor selection transparent as to what to buy and what not to buy. I now have the tools to actually be a "good" buyer instead of just flying by the seat of my pants. In short, I now know that I cannot afford NOT to participate in the Edge Retailer Academy. My only concern is the competition will find out how good this is and participate too." Lyn Hoppe, R. Hoppe Jewelers

Personal Mentoring including **KPIs, AdvantEdge** and the **Edge Retail Academy** are available to a 'Strictly Limited' number of Academy Members.

Important: The key to this relationship and your ultimate success is to start with a clear understanding of your objectives and what is important to you. From that point on, the important thing is the commitment you personally make to the communication process and to implementing the specific action steps and tasks suggested.

Likewise, we are totally committed to your success. But please understand **Masterpieces take time**. So be patient. You didn't get where you are now in a few short months and you won't get out of it in a few months either. Just like at the Gym, each visit adds to previous ones and so it is with the mentoring process.

Monthly Fees may vary (subject to prior arrangement) depending on individual store requirements that may be outside of the normal scope of specified services. The Edge Retail Academy, reserves the right to apply a CPI increase to fees after each 12 month membership period.

Contact Details

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