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## **FOR IMMEDIATE RELEASE**

### **TMG, Inc. Announces Retail Sales Management Training Specifically for the Outdoor Industry**

Weaverville, NC // October 17, 2007 TMG, Inc., a key provider of growth-based retail strategies, today announced the offering of the first sales management training program custom designed for the outdoor industry.

TMG's sales management training program is based on 28 years of specialty retail experience. The principles have been thoroughly tested and provide a 17-24% increase in annual gross revenue. Sales management training is different than product-driven training because it focuses on the human interaction in the sale to maximize the customer's shopping experience. Both sales management training and product specific training are required to deliver quality customer service. The program is 2 days of easy, on-site staff development work and a follow-up half-day meeting 2 weeks later. The ROI in this sales training is seen within weeks.

The program offers retailers a method to increase staff productivity:

- The retail owner receives a process for managing and increasing productivity on the sales floor.
- New sales staff is professionally trained and their timeline to productivity is condensed.
- Tenured staff receives a consistent, structured approach to maintain their effectiveness.
- Customers receive a comfortable experience that will bring them back and create loyalty.

"It's the first sales development program of its kind and will provide outdoor retailers the skills to compete in an environment where the competition is increasing every day, both online and in the mass market. It will increase top line revenue immediately while differentiating your store's brand," said Dan Mann, Founding Partner of TMG, Inc.

#### **About TMG, Inc.**

TMG, Inc. is an independent firm that specializes in providing retailers results through the use of concise business methods. TMG is an Outdoor Industry Association member and an accountable partner in strategic planning, program design and implementation, marketing, facilitation, and sales management training. All of business methods have been used across many industries and have withstood years of refinement.

For more information about TMG please visit our website [www.retailimprov.com](http://www.retailimprov.com) or [www.themanngroup.net](http://www.themanngroup.net), or contact Cindy Hamilton at 828.230.0267, email [chamilton@manngroup.net](mailto:chamilton@manngroup.net).