

The Retail Revolution *The 6 Key V's of the new retail economy*

As a retailer, you know the food chain in a market recovery. The market bounces off the bottom, property starts to move, big business becomes more buoyant, and then people slowly start to dig into their pockets and spend, and sometime down the track retail recovers.

But what if you could dream up way to speed up that recovery, and turn the evolution of business into a **REVOLUTION to recovery?**

What if you could work out just what the new retail economy looks like and prepare for the future of retail **today!**

What if you could get out of the retail jail you call a store, step over the lease line, and build your market share with purpose and meaning, simply by thinking a little more laterally about the future?

Troy Hazard has led retail brands all over the world into the new retail economy. A veteran of 11 companies that he as founded, bought and sold in the last 20 years Troy has a 'been there done that' story to share because he knows first hand how to truly manage a retail revolution. Retail brands such as Baskin Robbins, Goodyear, Subway, Cartridge World, Smoothie King, Flight Centre, and Coles Myer, have all benefited from Troy's experience.

As the former Global President for the elite Entrepreneurs' Organization www.eonetwork.org he has seen it all. And he openly shares those experiences on stage with his audience.

Be clear, the retail world is changing. Your success will come from how quickly you can change with it.

In his presentation, Troy will share his own personal experiences and his insights on what he believes the future of retail to be. And what retailers all over the world need to embrace if they are to navigate the future with purpose. In his address Troy will explain **the 6 Key V's of the new retail economy:**

- ❑ Visual – In the new retail economy I see you, but can you see me?
- ❑ Vocal – I want to be *told* not *sold*. I care less about your pitch, just your promise, and your passion.
- ❑ Valuable – Now that you've interrupted me, what value do you add to my life?
- ❑ Viscosity – OK, you have my attention, how are you going to keep it?
- ❑ Viral – Will you be part of the Social Network, or a Social Disease.
- ❑ Vision – To see the future, you must have vision.

