
ALL IN
All in on growth.
All in on purpose.
All in on retail.
RETAIL SUCCESS SUMMIT 2026

Q: What was the best part of your day yesterday?

1. Grab your phone, tablet, or laptop
2. Go to www.menti.com
3. Enter code 4503 0677
4. Write your word!


WELCOME
RETAIL SUCCESS SUMMIT 2026

Who Wants to WIN?




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Retail by CRS
Powered by Canadian Retail Solutions Inc.
Perfect POS
Ripple Leadership
LEADERSHIP THAT CREATES RIPPLES
by April Sabral
REPS are LOCAL too


TAKE
AWAY

IndERA
INDEPENDENT RETAILERS ASSOCIATION

Patricia Norins





Crystal Vilkaitis

The Power of Visibility:
How Social Media Is Rewriting Retail

CHOOSE A BREAKOUT



Cash Is King — Here's Your Crown!

Dan Jablons



All In On Partnership Marketing

Bob Negen


Submit
Your
Question



PLATINUM
mastermind group

Lunch & Learn



RETAIL SUCCESS SUMMIT

JUN

28-29, 2027

The **20th Anniversary** of the Retail Success Summit is coming up in 2027!

Exclusive discount for Summit Attendees TODAY ONLY: $499!



Scan to get tickets or go to retailsuccesssummit.com/2027-Summit


RETAIL SUCCESS SUMMIT 2026
Show Me The Money
61 Ways To
Grow Your Business

3 Strategies, 61 Ways

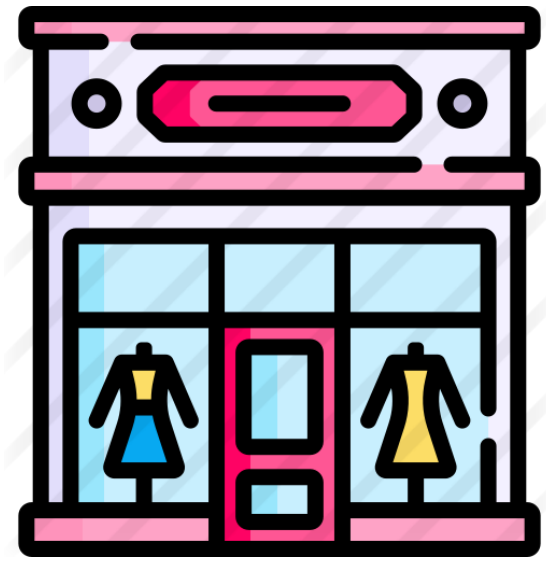
1. Get New Customers

2. Increase The Average Sale

3. More Transactions Per Customers

- More Per Year
- More Years

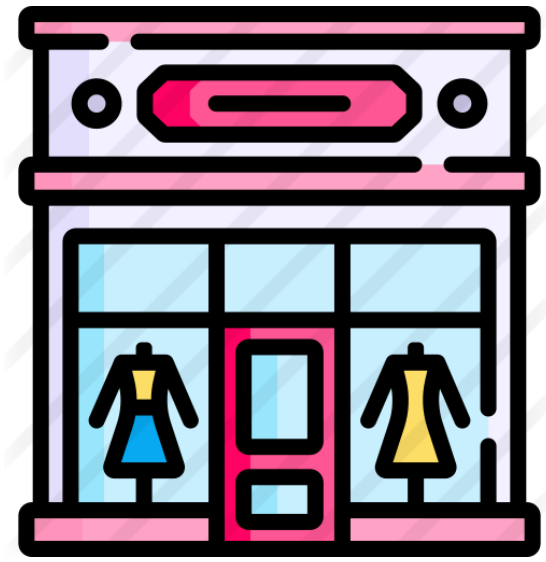
The Beautiful Boutique



Number of Customers:	**1000**
Average Sale:	**$85**
Transactions Per Year:	**4**
TOTAL SALES:	**$340,000**

ALL IN RETAIL SUCCESS SUMMIT 2026

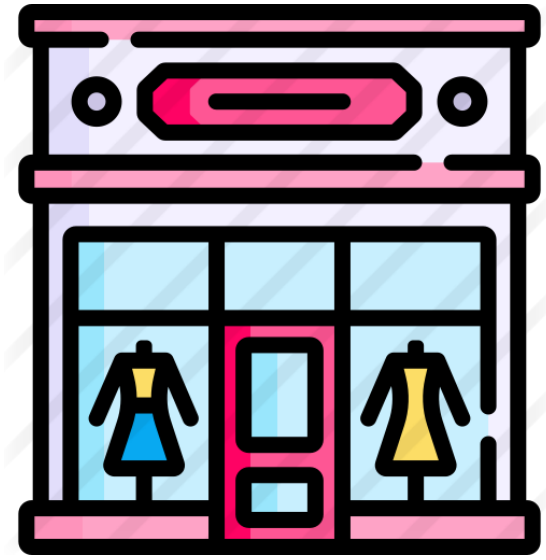
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Number of Customers:	~~1000~~
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ALL IN RETAIL SUCCESS SUMMIT 2026

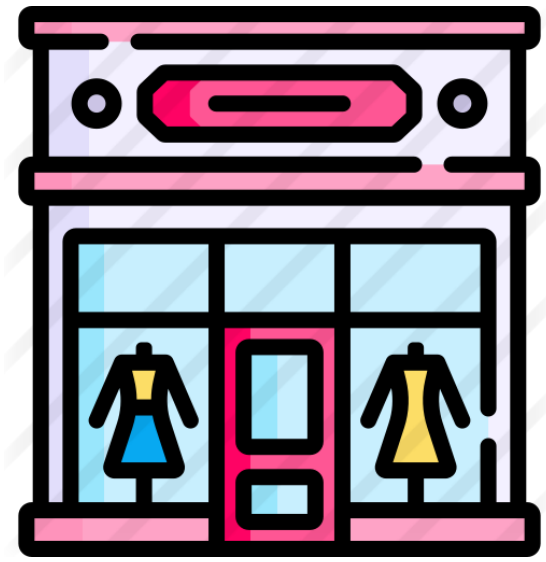
The Beautiful Boutique



Number of Customers:	**1050**
Average Sale:	**$85**
Transactions Per Year:	**4**
TOTAL SALES:	**$357,000**

ALL IN RETAIL SUCCESS SUMMIT 2026

The Beautiful Boutique



Number of Customers: 1050

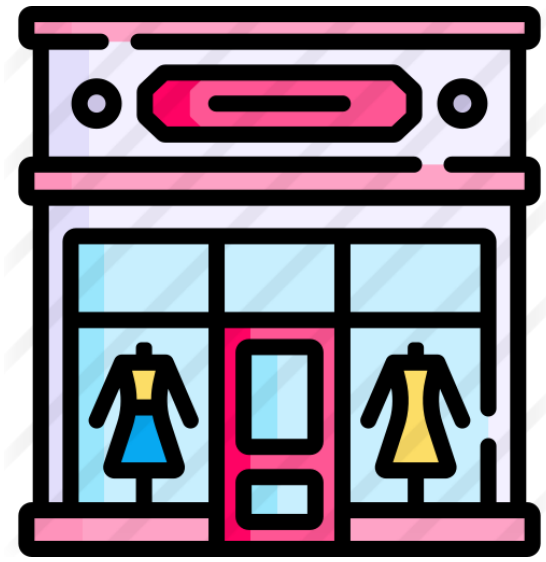
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Transactions Per Year: 4

TOTAL SALES: $357,000

ALL IN RETAIL SUCCESS SUMMIT 2026

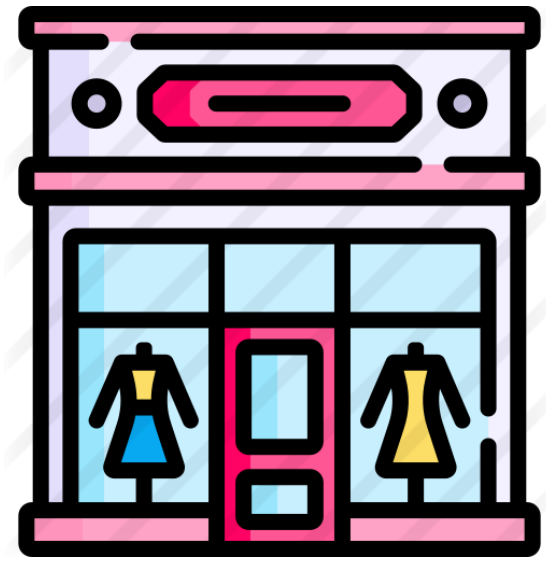
The Beautiful Boutique



Number of Customers:	**1050**
Average Sale:	**$90**
Transactions Per Year:	**4**
TOTAL SALES:	**$378,000**

ALL IN RETAIL SUCCESS SUMMIT 2026

The Beautiful Boutique



Number of Customers: 1050

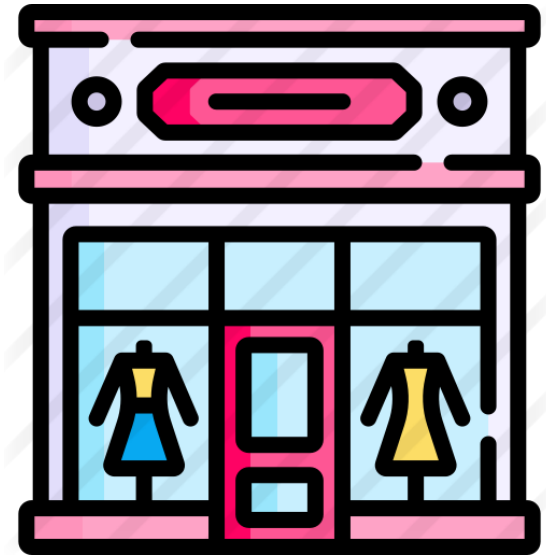
Average Sale: $90

Transactions Per Year: ~~4~~

TOTAL SALES: $378,000

ALL IN RETAIL SUCCESS SUMMIT 2026

The Beautiful Boutique



Number of Customers: 1050

Average Sale: $90

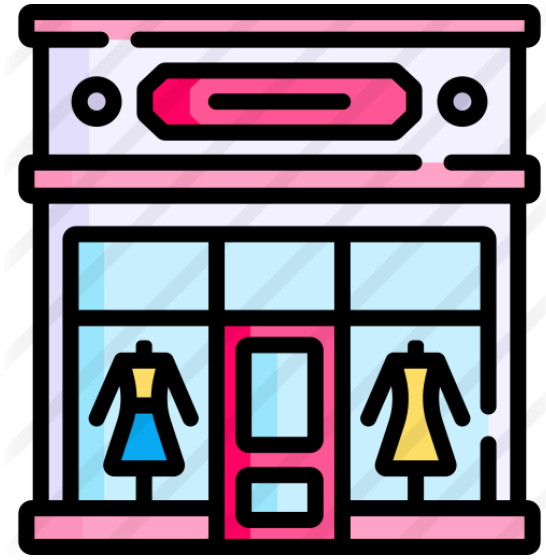
Transactions Per Year: 4.5

TOTAL SALES: $425,250

25% INCREASE!!

ALL IN RETAIL SUCCESS SUMMIT 2026

The Beautiful Boutique... 5 Years Later



Number of Customers: 1270

Average Sale: $95

Transactions Per Year: 6

TOTAL SALES: $723,900

113% INCREASE!!

ALL IN RETAIL SUCCESS SUMMIT 2026


SHOW ME THE
MONEY

Get New Customers

Hardest to do
Most expensive
Never ends

Build Your Base: Add + Keep - Lose

22 Ways to Get New Customers

Offline

Word of Mouth



22 Ways to Get New Customers

Offline

Referral Program

System | Reciprocal Benefits

ALL IN RETAIL SUCCESS SUMMIT 2026

22 Ways to Get New Customers

Offline

Walk By

Windows | Store Design | Brand Image









22 Ways to Get New Customers

Offline

Traditional Ads

Newspaper | Radio| Television



22 Ways to Get New Customers

Offline

Public Relations

Press Release | T.O.M.A. | “Next In Line”



ALL IN RETAIL SUCCESS SUMMIT 2026

22 Ways to Get New Customers

Offline

Gift Certificate Marketing



22 Ways to Get New Customers

Offline

Endorsed Mailings



22 Ways to Get New Customers

Offline

Cause Marketing

ALL IN RETAIL SUCCESS SUMMIT 2026

22 Ways to Get New Customers

Offline

Community Sponsorships

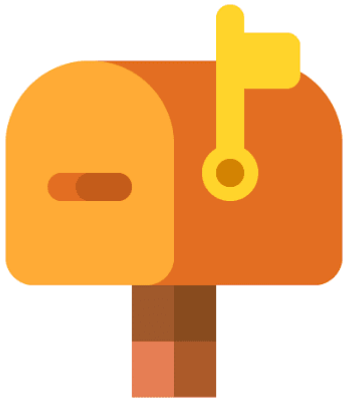


22 Ways to Get New Customers

Offline

Direct Mail

Every Door Direct Mail | Buy A List



ALL IN RETAIL SUCCESS SUMMIT 2026

22 Ways to Get New Customers

Offline

Bring-A-Friend Promotions



22 Ways to Get New Customers

Offline

Pop-Up Shops





22 Ways to Get New Customers

Offline

Consumer Shows



ALL IN RETAIL SUCCESS SUMMIT 2026

22 Ways to Get New Customers

Offline

Buy A Closed Store Mailing List

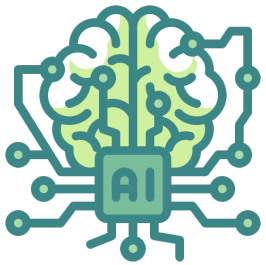
22 Ways to Get New Customers Online

Online Discovery

SEO | AEO | GEO







22 Ways to Get New Customers

Online

Google Local Listing



ALL IN RETAIL SUCCESS SUMMIT 2026

22 Ways to Get New Customers
Online

Social Media Posts

Sharable Content | Encourage Tagging | Viral Reach

ALL IN RETAIL SUCCESS SUMMIT 2026



The Front Porch
Page Liked · May 18 ·

If your name is Alex, your cone is free today!
Happy Friday! We are open until 10pm.

Like Comment Share

Stefanie Herder and 57 others Oldest

87 Shares 206 Comments

View previous comments

Logan Darga Alex
Like · Reply · 2d

Amanda C VanDusen Alex Hennrick
Like · Reply · 2d

Chelsea Whitney Alex Chapman Alex Whitney
1
Like · Reply · 2d

22 Ways to Get New Customers

Online

Social Media Advertising

Targeted Audiences| Geographic/Demographic

22 Ways to Get New Customers

Online

LIVE Social Selling







ALL IN RETAIL SUCCESS SUMMIT 2026

22 Ways to Get New Customers

Online

eCommerce

Brand/Product Search



ALL IN RETAIL SUCCESS SUMMIT 2026

22 Ways to Get New Customers

Online

Content Marketing

Articles | Schedules | How-Tos | Lists | Recipes

ALL IN RETAIL SUCCESS SUMMIT 2026

22 Ways to Get New Customers Online

Location Based Marketing



ALL IN RETAIL SUCCESS SUMMIT 2026

Increase Your Average Sale

Fastest & Easiest…
But There Is A Ceiling.

16 Ways to Increase Your Average Sale

Raise Your Prices



- Price based on value not cost
- Use .99 ending
- $2, $4, $7, $9 dollar endings

16 Ways to Increase Your Average Sale

Selling Skills



- **Great Questioning & Listening**
- **Selling UP** (not out of their own pocket)
- **Adding On During the Sale**
- **Adding On at the Counter**

ALL IN RETAIL SUCCESS SUMMIT 2026

16 Ways to Increase Your Average Sale

Build Bundles

- Good | Better | Best
- Occasion | Category | Customer
- Clearance | Surprise



16 Ways to Increase Your Average Sale

Expand Your Mix

- More Expensive Merchandise
- More Impulse Items (The “Chute”)
- Adjacent Categories
- Offer Services

16 Ways to Increase Your Average Sale

Personal Clienteling Appointment Shopping

23 Ways to Increase the Number of Transactions

More Per Year, More Years

ALL IN RETAIL SUCCESS SUMMIT 2026

On average, 71% of shoppers shop in a store once and then never shop again.

85% only shop twice in any 2-year period

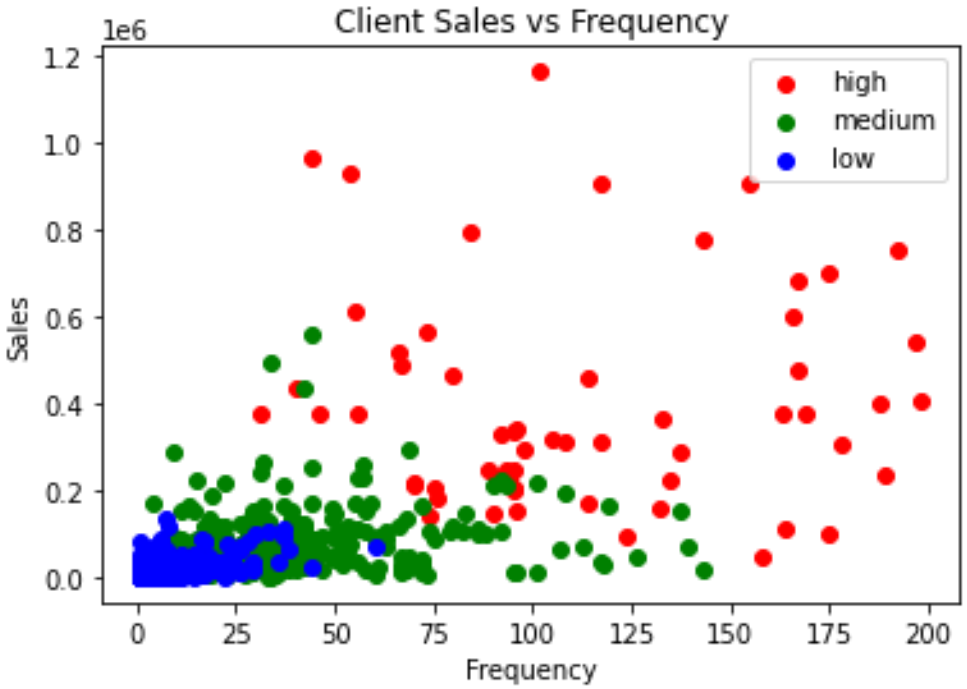
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Higher Frequency = More Sales

Your #1 Goal...
Drive More Purchases

99% of of the time customers that purchase more frequently have a higher lifetime value regardless of what they spend per visit.



oneshop

ALL IN RETAIL SUCCESS SUMMIT 2026

It's not their job
to remember you.

It's your job
to be remembered.

Make Deposits In The Emotional Bank Account



23 Ways to Increase Transactions

Amazing Customer Experience

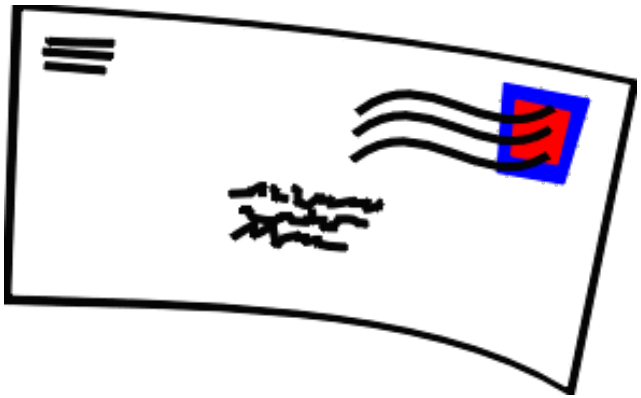


23 Ways to Increase Transactions

Get Customer Contact Info







ALL IN RETAIL SUCCESS SUMMIT 2026

23 Ways to Increase Transactions

Loyalty Program



23 Ways to Increase Transactions

Expand Your Mix

- Adjacent Categories
- Offer Services
- More Reasons to Shop

23 Ways to Increase Transactions

Stay Current With New Merchandise Trends









23 Ways to Increase Transactions

Sales & Specials



23 Ways to Increase Transactions

Value Added Events







23 Ways to Increase Transactions

Pop Culture Events









23 Ways to Increase Transactions

Classes & Clubs

23 Ways to Increase Transactions

Parties



ALL IN RETAIL SUCCESS SUMMIT 2026

23 Ways to Increase Transactions

Giveaways & Contests





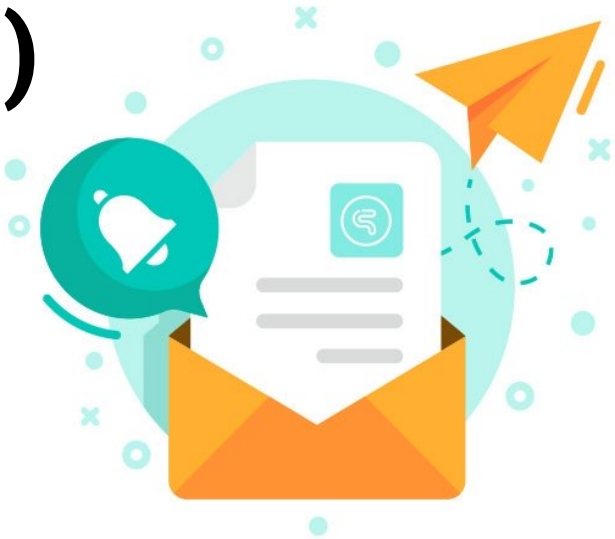




23 Ways to Increase Transactions

Email Marketing

(Pssstttt... It's not dead)



23 Ways to Increase Transactions

Text Marketing

- **Personal: 1-1**
- **List Blast**



oneshop

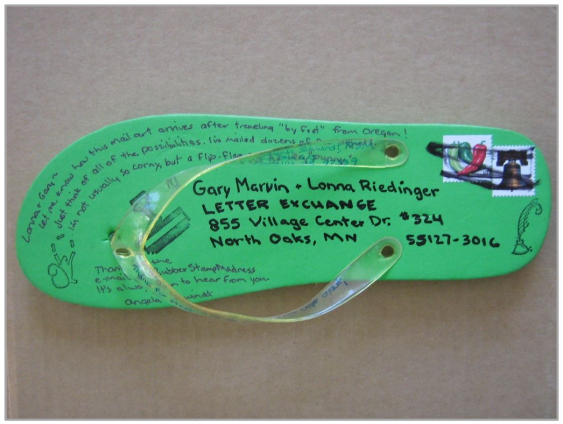
ALL IN RETAIL SUCCESS SUMMIT 2026

23 Ways to Increase Transactions

Direct Mail



- Postcards
- Letters
- Catalogs
- Newsletters
- Lumpy Mail



23 Ways to Increase Transactions

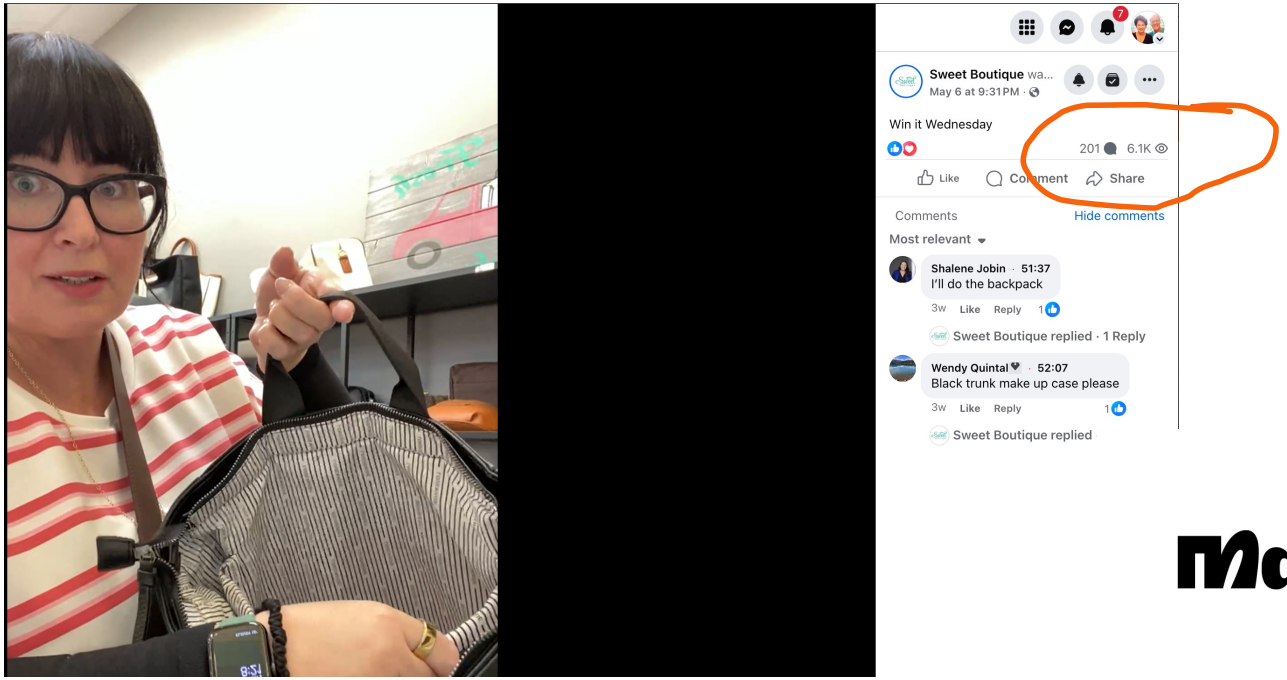
Social Media



RETAIL SUCCESS SUMMIT 2026

23 Ways to Increase Transactions

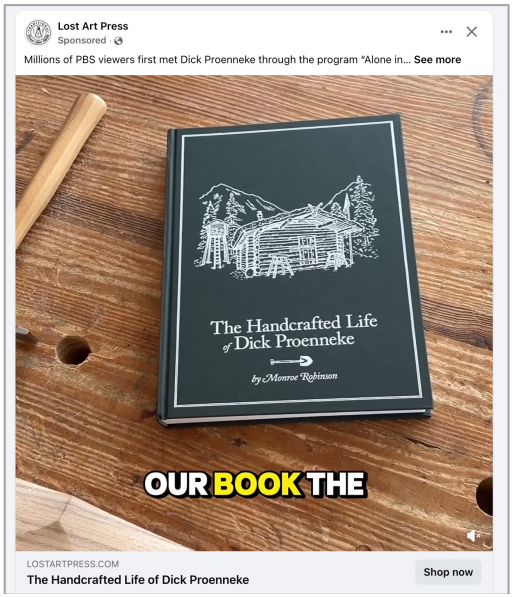
LIVE Social Selling

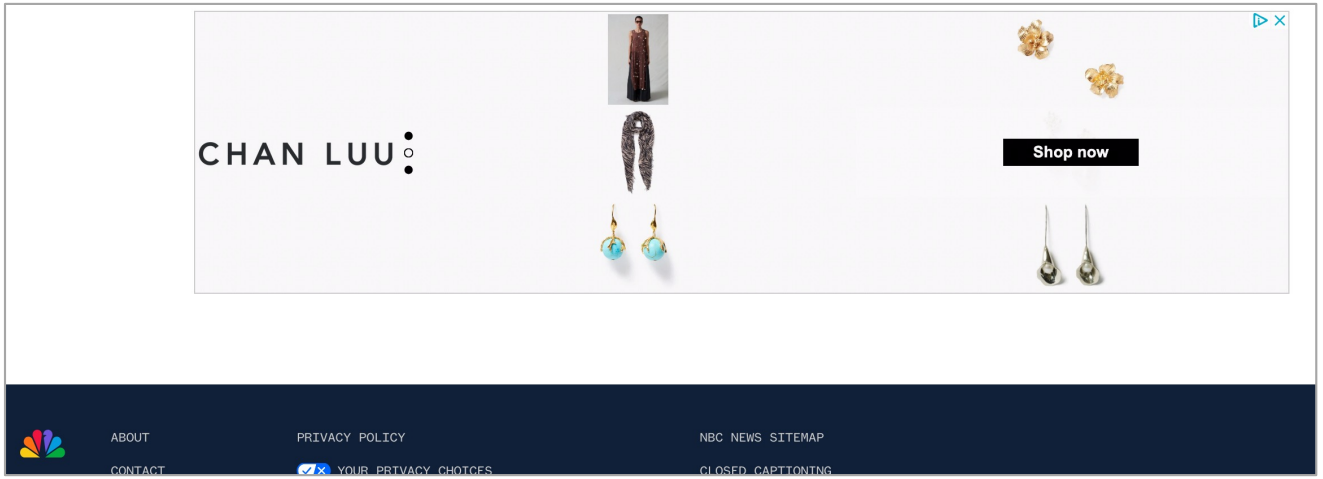


Manychat

23 Ways to Increase Transactions

Retargeting Ads





23 Ways to Increase Transactions

eCommerce

"We have lots more sales because of our ecom website.

For example, **we grew our fly spray business by 400% by just having the website."**

~ Josh Miller, Pittsboro Feed



23 Ways to Increase Transactions

Subscriptions









23 Ways to Increase Transactions

Phone Calls



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23 Ways to Increase Transactions

Thank You Notes



ALL IN RETAIL SUCCESS SUMMIT 2026

23 Ways to Increase Transactions

Personal Gestures

Births | Graduations | Congratulations

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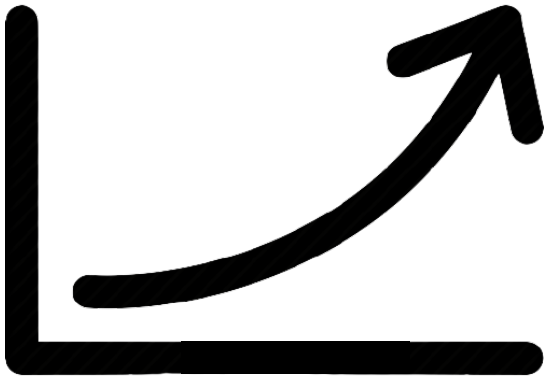
23 Ways to Increase Transactions

Convenience

- Curbside Pick-up
- Delivery
- BOPIS
- HOURS!

Use ALL Three Ways!

Leverage the Power of Exponential Growth!



Q: Which 3 ideas will you use to grow your business?

www.menti.com Code: 4503 0677

RETAIL MASTERY SYSTEM

It's on Brilliance!

ALL IN

RETAIL SUCCESS SUMMIT 2026

Unconditional $ Back Guarantee

You have 90 days to check out your Retail Mastery System and if, for any reason you aren't thrilled email us and we'll give you all your money back.

No questions. **No hassles**.

You take absolutely no risk.

"The Retail Mastery System has changed how I do business. We're a third generation family owned hobby store, and I felt like we were growing faster than my knowledge set allowed. Since working with WhizBang! Retail Training we have more than tripled our business."

Ryan Raffuse
Anchorage House Of Hobbies







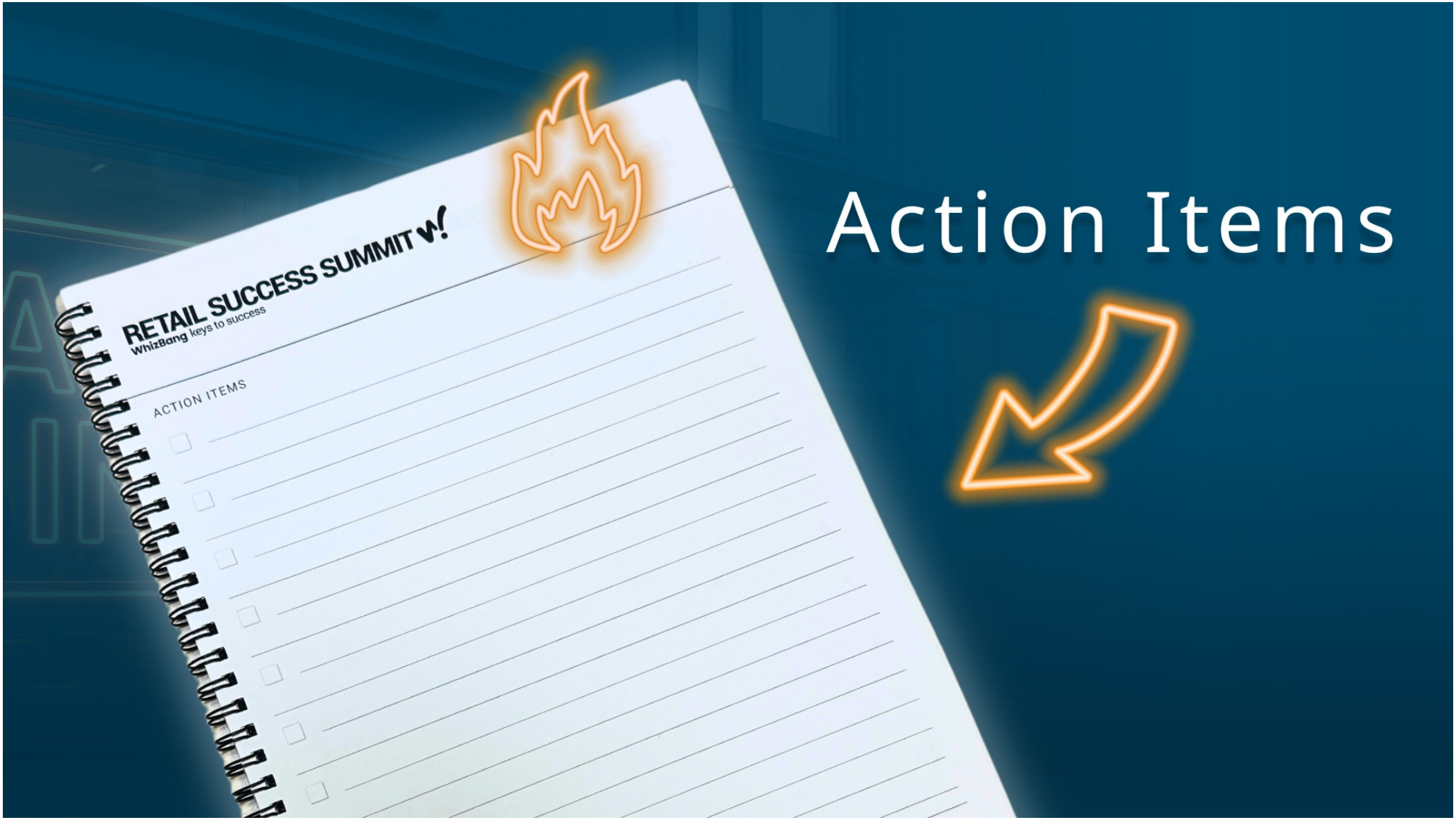
“We weren't sure if we could afford [the Retail Mastery System] or would be disciplined enough to use it but decided to take a leap of faith. I am happy to say that it was the best move we ever made!

It didn't take long before we were enjoying more sales, happier customers and higher profits.

Anna Huthmaker Huthmaker Violins

ALL IN RETAIL SUCCESS SUMMIT 2026


RMS
Retail Mastery System
SCAN ME
Visit The WhizBang! Booth!


RETAIL SUCCESS SUMMIT
WhizBang keys to success
ACTION ITEMS
Action Items


THE POWER OF
VISIBILITY
How Social Media Is Rewriting Retail
with
Crystal Vilkaitis & Patricia Norins
IndERA
INDEPENDENT RETAILERS ASSOCIATION

RETAIL GROWTH HAS CHANGED

FOR DECADES,
RETAILERS GREW THROUGH:

- **GREAT** LOCATIONS
- **GREAT** PRODUCTS
- **GREAT** SERVICE
- **GREAT** MARKETING

TODAY,
RETAILERS ALSO NEED:

- **VISIBILITY**
- **DISCOVERABILITY**
- **COMMUNITY**
- **DIGITAL TRUST**
  (Digital + In-Store)

GROWTH = OLD WINNING FORMULA + VISIBILITY

THE OLD WINNING FORMULA STILL WORKS.
THE RETAILERS WINNING TODAY **COMBINE IT WITH VISIBILITY.**

RETAIL SUCCESS SUMMIT 2026

💫 Crystal Vilkaitis
🐺 Wolf of Main Street
🔗 Founder of indera.co



💫 Patricia Norins
⚡ Retail Rainmaker
🔗 New Co-Owner of indera.co



IndERA
INDEPENDENT RETAILERS ASSOCIATION

It's the Independent ERA!



SOCIAL ADS

Get Noticed



LOCAL SEARCH

Get Found



EDUCATION

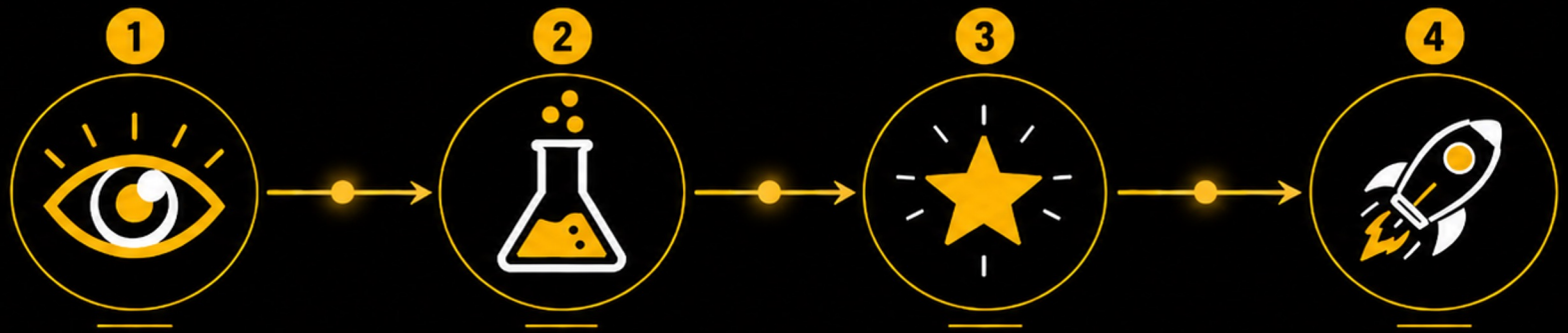
Get Ahead

 NOTICE →  FIND →  TRUST →  CHOOSE →  RETURN

RETAIL SUCCESS SUMMIT 2026

IndERA helps retailers show up at every stage.

DURING THIS SESSION...



1. THE VISIBILITY MINDSET
2. THE SECRET SAUCE RECIPE
3. REAL RETAIL SUCCESS STORIES
4. ONE MORE IMPERATIVE STRATEGY

IndERA

What do these successful retailers all have in common?

RECIPE FOR SOCIAL SUCCESS = BE V.I.S.I.B.L.E.

V	Video
I	Intentional Consistency
S	Storytelling
I	Identity & Authenticity
B	Belonging (Community)
L	Leap!
E	Engagement that Sells

IndERA

THE BIGGEST BARRIER ISN'T THE ALGORITHM

It's the story you tell yourself.

WHAT INVISIBLE RETAILERS SAY	WHAT VISIBLE RETAILERS BELIEVE
My hair or outfit isn't perfect today.	Better done than perfect.
I need someone to record me.	Grab your phone and hit record.
I don't know what content to create.	Focus on your top-selling products.
What if nobody sees it?	Trust the process.
I hate how I look or sound on camera.	Authentic beats polished.
My customers already know who I am.	Thousands of new people will discover my store.
I'll post when things slow down.	Visibility is part of the job.
I don't want to look salesy.	Customers can't buy what they don't know exists.
I don't have a dynamic personality.	People connect with real.

YOUR MINDSET IS THE FIRST STEP.
YOUR ACTION IS THE NEXT.

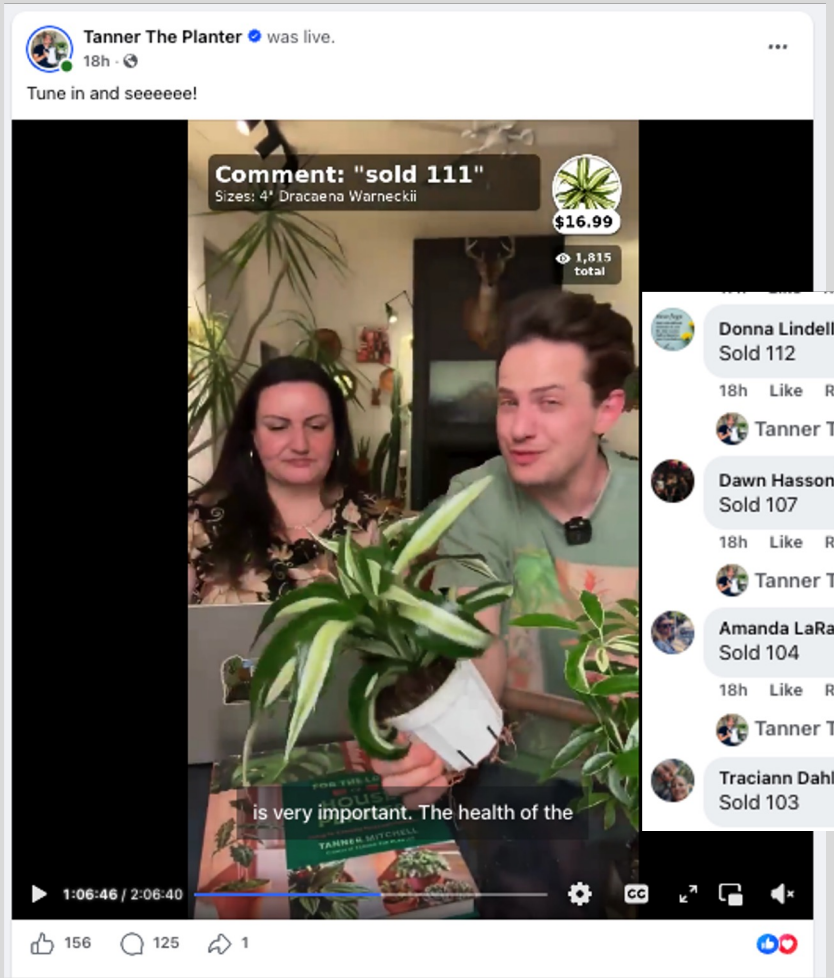
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If you want...
Mind Share and Wallet Share
start with Screen Share.

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SHOPPERTAINMENT

- Facebook
- Instagram
- TikTok
- YouTube
- CommentSold
- WhatNot



IndERA

Tanner the Planter

Building a massive retail & community brand through educational plant content.

Facebook: 700k+

Instagram: 609k+

TikTok: 1.9M+ (26.5M Likes!)

RECIPE TO SOCIAL SUCCESS = BE V.I.S.I.B.L.E.

V	Video
I	Intentional Consistency
S	Storytelling
I	Identity & Authenticity
B	Belonging (Community)
L	Leap!
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RETAIL SUCCESS SUMMIT 2026

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One video can **change everything.**

RETAIL SUCCESS SUMMIT 2026

IndERA

The Iron Place

Building a national lifestyle brand through storytelling, personal branding, and social commerce.

Facebook:	Instagram:	National Reach:
67K+	**25.1K+**	**92K+**
Followers	Followers	Followers

RECIPE TO SOCIAL SUCCESS = BE V.I.S.I.B.L.E.

V	Video
I	Intentional Consistency
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E	Engagement that Sells



GROWTH THAT SHIPS: The success of Traci's social presence and ecommerce business led to the addition of a second-floor shipping department to fulfill orders and support customers nationwide.

IndERA


2:01
Reels
Add a comment


Reels
EXT: The shirts you need in your closet this summer by...


2:02
Reels
mini MAHJER
The Iron Place/You're Invited...
18 hours ago
Follow
MAHJER is the PERFECT way to introduce yo... more
mahjong sale 50% off
Add a comment


2:03
Reels
Shop this reel
Miriam Top in Yellow
The Iron Place/You're Invited...
Today
Follow
The shirts you need in your closet this summ... more
Tracy The Iron Place fashion haul
Add a comment

Best known is
better than best.

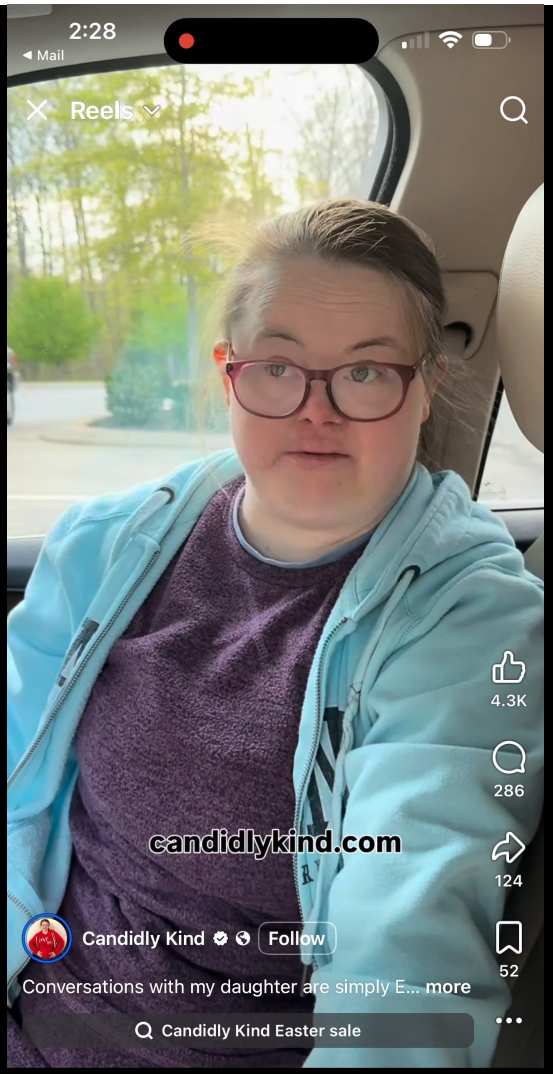
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Get Your Free Summit Gifts!

1. 15-Mile Famous Checklist
2. Online Visibility Scan
3. Presentation Slides!

IndERA





Comments are disabled

UP NEXT: I had never heard Grace say holy Mackerel 😂💛...

Candidly Kind

Building a **beloved retail brand** through **purpose**, **personality**, and **products people love**.

Facebook:	Instagram:	TikTok:
513K+ Followers	**266K+** Followers	**424K+** Followers

RECIPE TO SOCIAL SUCCESS = BE V.I.S.I.B.L.E.

V	Video
I	Intentional Consistency
S	Storytelling
I	Identity & Authenticity
B	Belonging (Community)
L	Leap!
E	Engagement that Sells



KINDNESS THAT SCALES: Grace transformed her artwork, advocacy, and message of kindness into a retail brand with more than **1.2 million** followers and customers nationwide.

Flamingo Estate

From 500 boxes to a luxury lifestyle brand

A pandemic-era produce box became a high-growth brand built on story, scarcity, and social visibility.

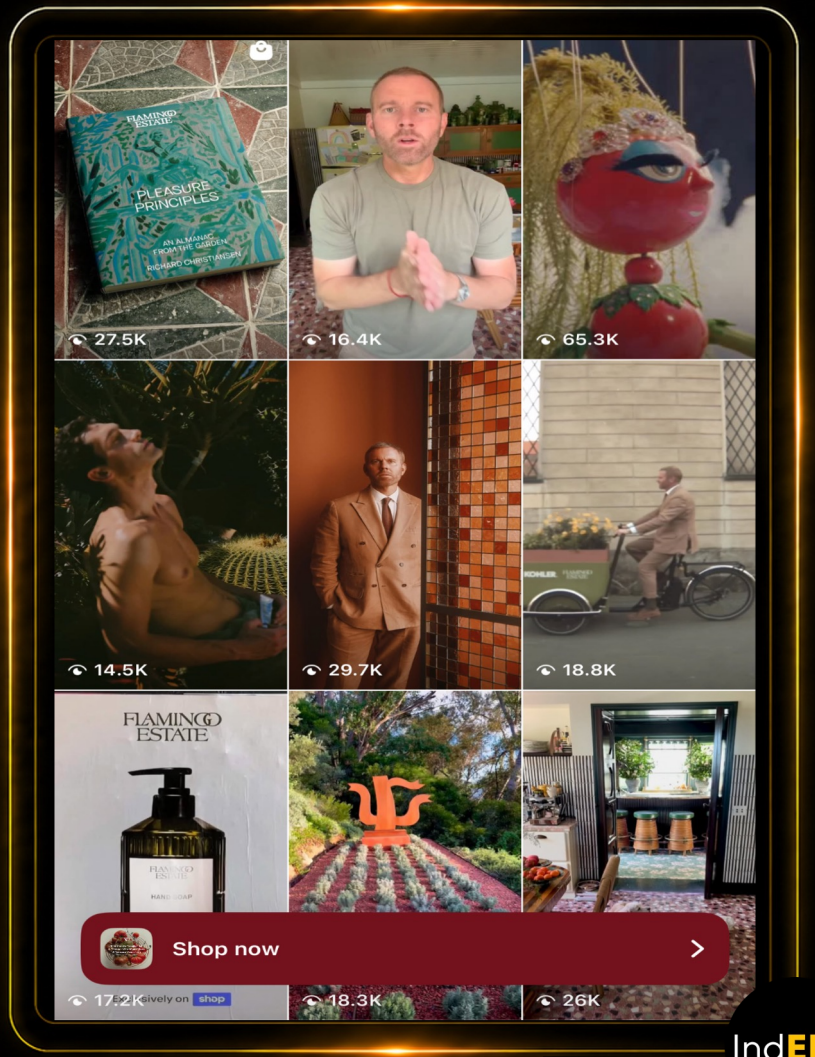
2020
Launches produce boxes during COVID to support local farmers.

500 boxes
Sold in week one after expecting just 50.

$30M
Recent annual sales reported.

On track for $50M
Projected next growth phase.

Visibility turned a point of view into national demand.



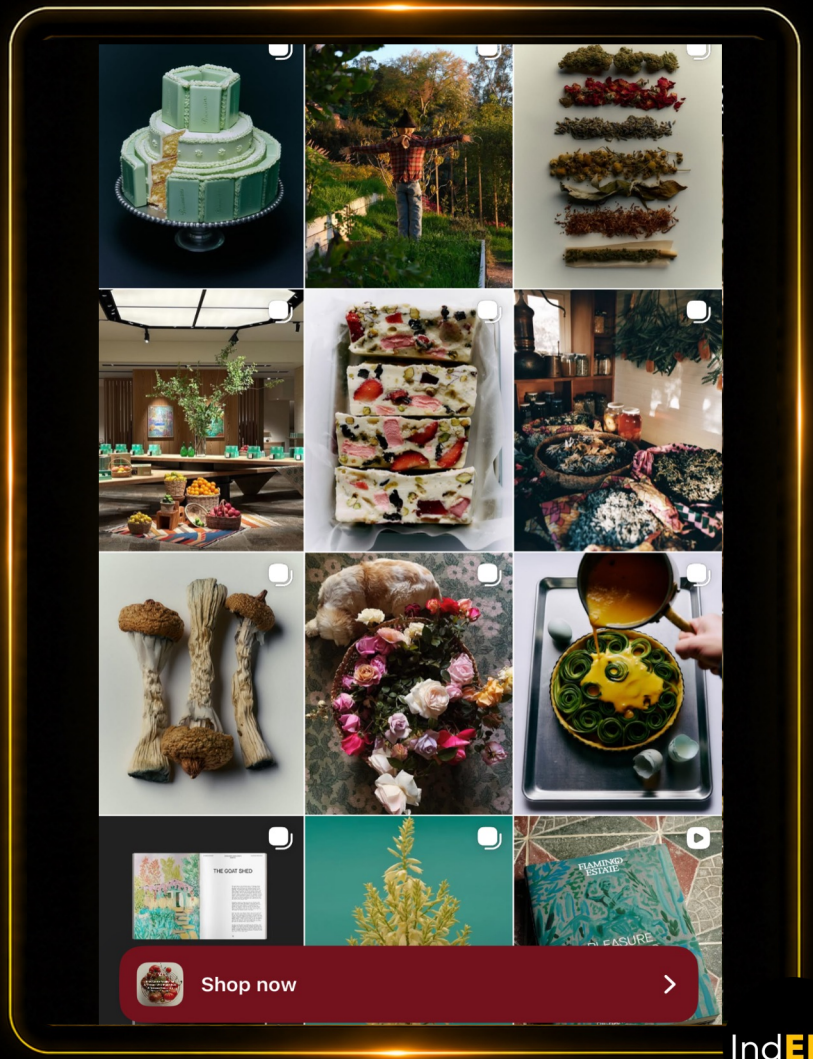
Flamingo Estate

Turning a garden, a point of view, and beautifully told stories into a luxury lifestyle brand.

Facebook:	Instagram:	TikTok:
11k	**428k**	**10.4k**

RECIPE TO SOCIAL SUCCESS = BE V.I.S.I.B.L.E.

V	Video
I	Intentional Consistency
S	Storytelling
I	Identity & Authenticity
B	Belonging (Community)
L	Leap!
E	Engagement that Sells



Richard texts their top 50 customers each week...



IndERA



COMPLIMENTARY SHIPPING, ALWAYS

Shipping is always on the house. Excluding Corporate Gifting.



SEASONAL GIFTS

Receive a full sized product as our gift with $150 purchase twice per year.



EARLY RELEASE SAMPLES

Redeem free samples of never-released products twice per year and share feedback.



EARLY ACCESS TO DROPS

Shop new products before they are announced.



PARTNER PRIVILEGES

Special incentives from brands we admire.



PRIVATE PRICING

Preferred pricing on select items, for our inner circle only.



INVITES TO FLAMINGO EVENTS

Invitations to events, where friends become family.



MEMBER-ONLY PRODUCTS

Shop small-batch products reserved for members.



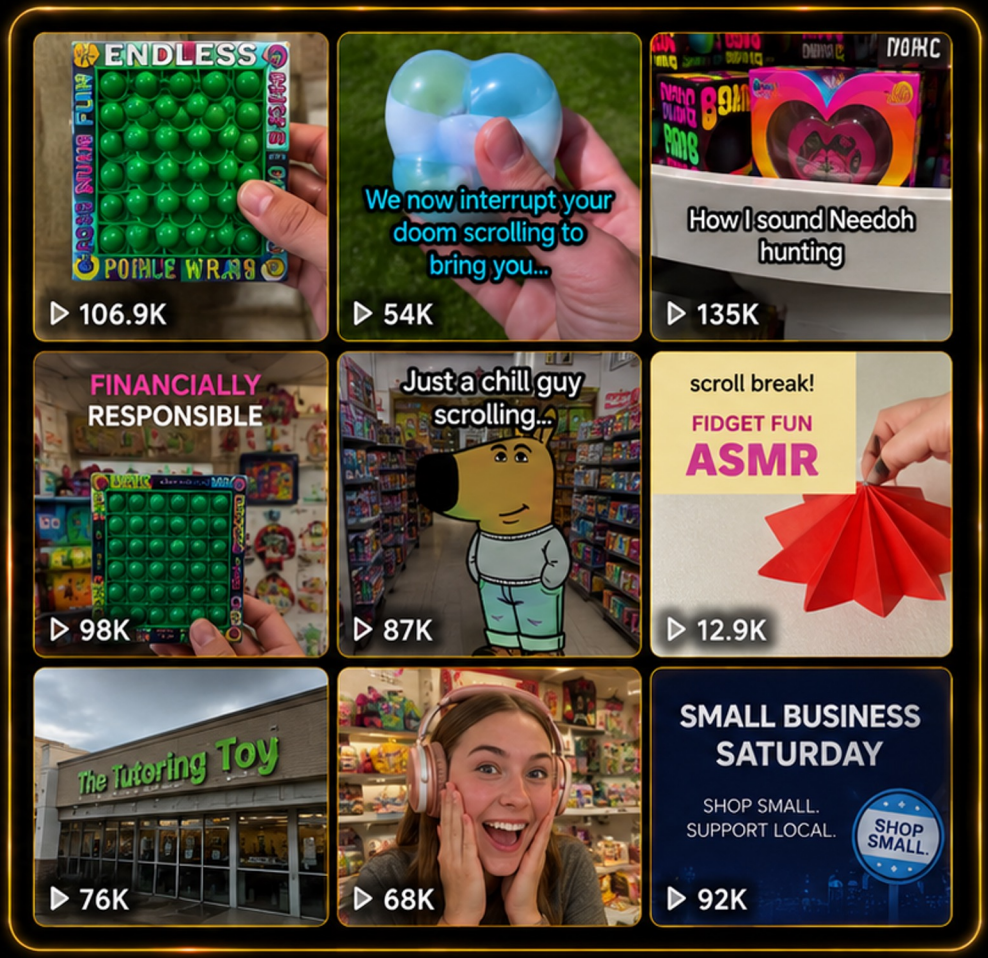
MEMBER-ONLY SUBSTACK ACCESS

Keep up-to-date with Richard and the Estate.

The Tutoring Toy

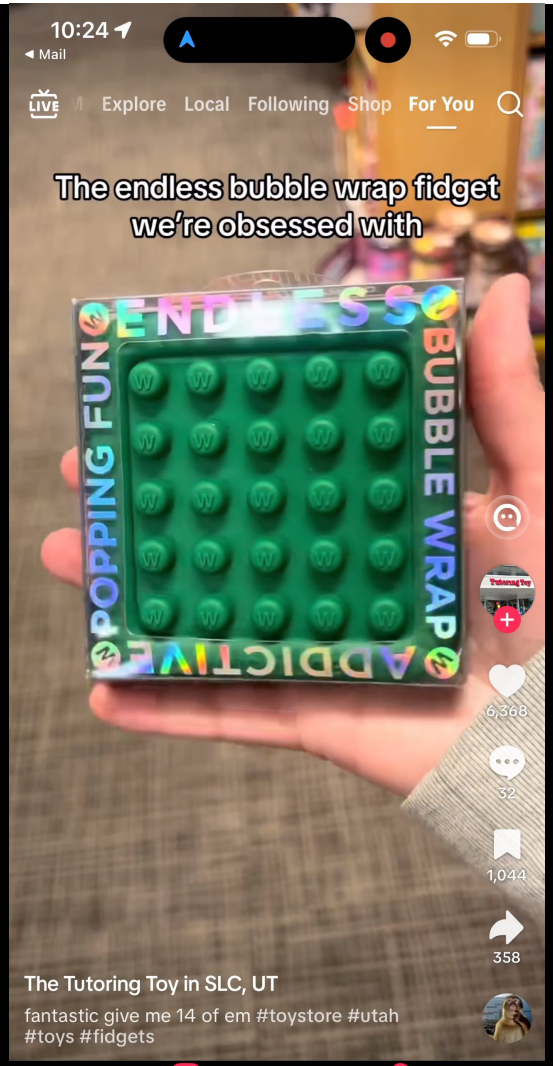
From **20 posts in 10 years** to **100,000+ views** in **months**. How consistency, social trends, content repurposing, engagement, and **short-form looping video** transformed their visibility.

TikTok:	Instagram:	Facebook:	
712+	**1.2K+**	**894+**	**100,000+**
Followers	Followers	Followers	Views in Months



FROM 20 POSTS IN 10 YEARS TO 100,000+ VIEWS IN MONTHS: By creating a simple content system, repurposing successful content, embracing social trends, and engaging quickly with customers, The Tutoring Toy transformed visibility into momentum.

IndERA


10:24
Mail
LIVE
Explore
Local
Following
Shop
For You
The endless bubble wrap fidget we're obsessed with
POPPING FUN
ENDLESS
BUBBLE WRAP
ADDICTIVE
6,368
32
1,044
358
The Tutoring Toy in SLC, UT
fantastic give me 14 of em #toystore #utah #toys #fidgets
Home
Friends
Inbox
Profile


Destination
Stars Hollow
2026

65,000 Attendees!!





IndERA

Cooper & Binkley Jewelers
September 24, 2025 ·

For those who've asked, our Destination Stars Hollow merchandise.











63 6 5

Cooper & Binkley Jewelers
September 23, 2025 ·

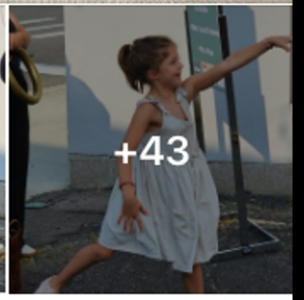
Whew! What an amazing weekend as Downtown Brighton transformed into Stars Hollow for Destination Stars Hollow! ✨ We are beyond grateful to our amazing staff who hustled... See more











229 27 5

IndERA

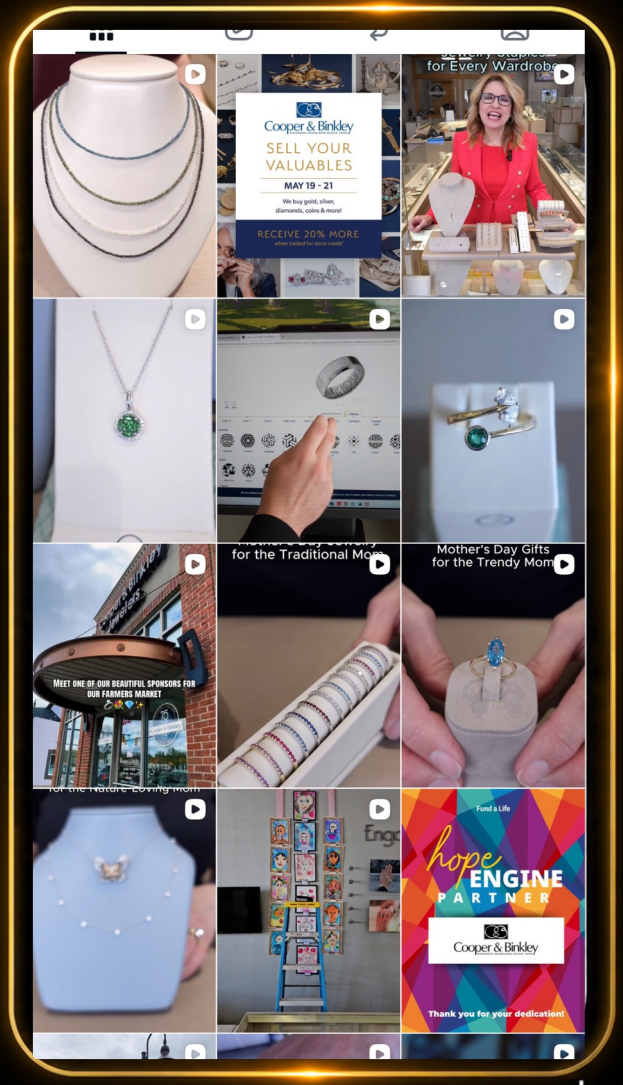
Cooper and Binkley Jewelers

Building a trusted local jewelry brand through social content, education, and community.

Facebook:	Instagram:	TikTok:
18k	2,700	240

RECIPE TO SOCIAL SUCCESS = BE V.I.S.I.B.L.E.

✓	V	Video
✓	I	Intentional Consistency
✓	S	Storytelling
✓	I	Identity & Authenticity
✓	B	Belonging (Community)
✓	L	Leap!
✓	E	Engagement that Sells



RETAIL SUCCESS SUMMIT 2026

IndERA

The store is going gangbusters! Our fiscal year started November 1, we have had an ***all time record month every month since!! We are up 18% over last year in our fiscal year to date!*** *So many great things happe*



-Barb Binkley, Cooper & Binkley Jewelers

IndERA

Darn Knit Anyway

Building a destination retail brand through community, creativity, and education.

SOCIAL REACH

FACEBOOK	INSTAGRAM	PINTEREST	NATIONAL REACH
23K+	27.6K+	749+	51K+
FOLLOWERS	FOLLOWERS	FOLLOWERS	FOLLOWERS

RECIPE TO SOCIAL SUCCESS = BE V.I.S.I.B.L.E.

- **V** Video
- **I** Intentional Consistency
- **S** Storytelling
- **I** Identity & Authenticity
- **B** Belonging (Community)
- **L** Leap!
- **E** Engagement that Sells



















COMMUNITY THAT CONVERTS: Strategic social advertising helped transform Darn Knit Anyway from a local yarn shop into a thriving omnichannel business where up to **66%** of purchases now occur online and more than **1,100** visitors participated during Minnesota Yarn Shop Hop.

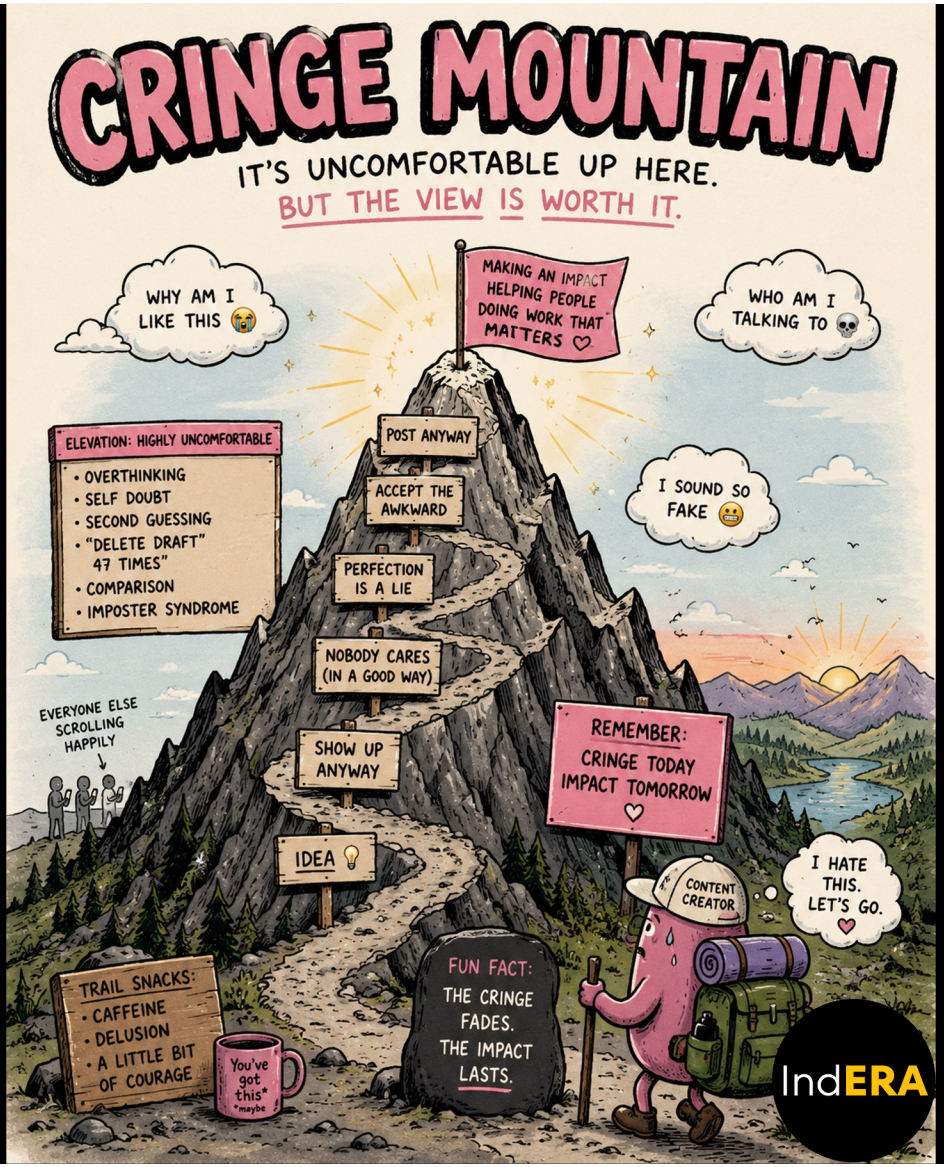
Working with IndERA has been a game changer. *They've* ***transformed our marketing into a strategic growth engine*** *that has expanded our reach, driven online sales, and helped us attract customers far beyond our local market.*



-Carly Stipe, Darn Knit Anyway

None of these retailers **waited to be discovered**.

They picked up their phones, hit record, and **made themselves visible.**

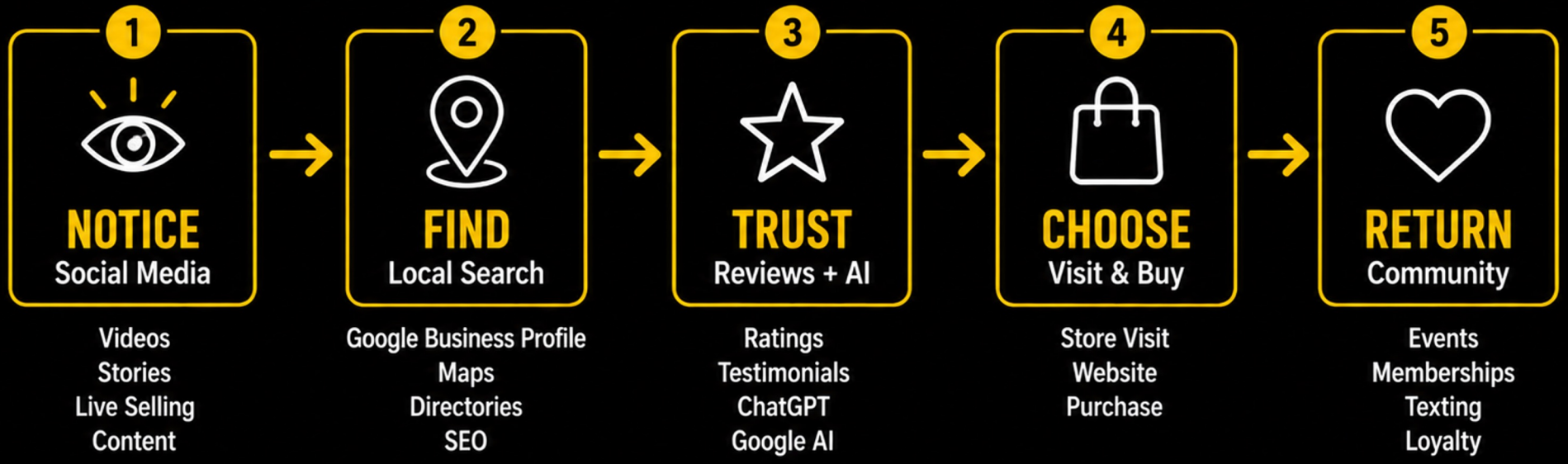

CRINGE MOUNTAIN
IT'S UNCOMFORTABLE UP HERE.
BUT THE VIEW IS WORTH IT.
WHY AM I LIKE THIS
MAKING AN IMPACT HELPING PEOPLE DOING WORK THAT MATTERS
WHO AM I TALKING TO
ELEVATION: HIGHLY UNCOMFORTABLE
• OVERTHINKING
• SELF DOUBT
• SECOND GUESSING
• "DELETE DRAFT" 47 TIMES"
• COMPARISON
• IMPOSTER SYNDROME
POST ANYWAY
ACCEPT THE AWKWARD
PERFECTION IS A LIE
NOBODY CARES (IN A GOOD WAY)
SHOW UP ANYWAY
IDEA
I SOUND SO FAKE
EVERYONE ELSE SCROLLING HAPPILY
REMEMBER:
CRINGE TODAY
IMPACT TOMORROW
CONTENT CREATOR
I HATE THIS. LET'S GO.
TRAIL SNACKS:
• CAFFEINE
• DELUSION
• A LITTLE BIT OF COURAGE
You've got this*
*maybe
FUN FACT:
THE CRINGE FADES.
THE IMPACT LASTS.
IndERA

One More Strategy . . .

Real-World Visibility™

THE VISIBILITY JOURNEY

How Customers Discover Your Business Today



Every stage creates visibility.
The strongest retailers **show up** at every stage.

If you need:

- More customers discovering you
- More visibility online and locally
- A proven marketing system
- Expert guidance, community support, and a team in your corner

You're exactly who IndERA was built for.

Ready to Become 15-Mile Famous?

PRO MEMBERSHIP

Everything you need to get found, build trust, and grow.

GET LISTED™

- Get found where shoppers (and AI) look first
- 70+ directories, maps, and local search platforms
- Done-for-you Local Search

+

TRAINING PLATFORM

- Learn how to drive more traffic, loyalty, and sales
- Expert coaching and strategy sessions
- Retail community, tools, and resources

Plus a Social Media Audit!

~~$2,500/year~~ | **$1,997/year**

SAVE $503 TODAY

Use Code: SUMMIT

IndERA

RETAIL SUCCESS SUMMIT 2026

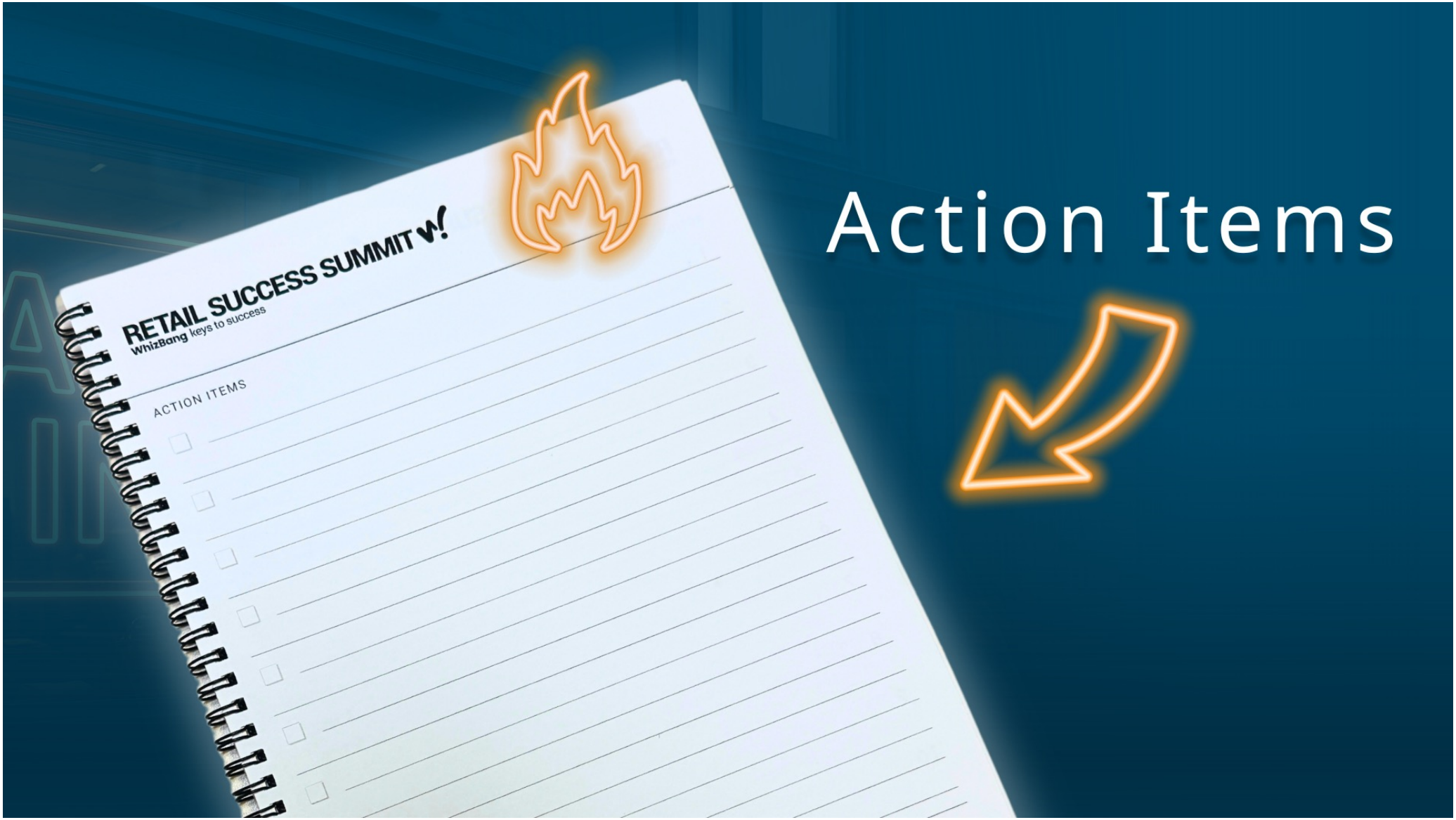
Visibility changes everything.

Get Found. Build Trust. Grow.

Ready to Become 15-Mile Famous?!
Join Today!

Use Code: SUMMIT




RETAIL SUCCESS SUMMIT
WhizBang keys to success
ACTION ITEMS
Action Items



RETAIL SUCCESS SUMMIT

JUN

28-29, 2027

The **20th Anniversary** of the Retail Success Summit is coming up in 2027!

Exclusive discount for Summit Attendees TODAY ONLY: $499!



Scan to get tickets or go to retailsuccesssummit.com/2027-Summit

CHOOSE A BREAKOUT



Cash Is King — Here's Your Crown!

Dan Jablons



All In On Partnership Marketing

Bob Negen


Submit
Your
Question


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brilliance
Retail Training Platform
sara
IndERA
INDEPENDENT RETAILERS ASSOCIATION
Heart on Main Street
360 Retail Management
oneshop
payroc
merchant mastery™
RETAIL SMART GUYS
Planning with Heart
Mid-Atlantic Packaging
HARQUIN BOOKKEEPING and consulting services, LLC
Retail by CRS
Powered by Canadian Retail Solutions Inc.
Perfect POS
Ripple Leadership
LEADERSHIP THAT CREATES RIPPLES
by April Sabral
REPS are LOCAL too

Complete Your BINGO Card for a chance to win...

$300

B I N G O

Visit Heart on Main Street	Saw Susan Do This... 	Took A Picture At The Photobooth	Saw Bob Flex 	Visit merchant mastery
Took A Picture With The Brilliance Mascot	Visit Mid-Atlantic Packaging	Visit payroc	Visit HARQUIN BOOKKEEPING	Met A New Friend
Visit oneshop	Visit RETAIL SMART GUYS	Visit	Visit Perfect POS	Visit brilliance
Visit REPS LOCAL too	Visit sara	Posted On Socials Using #RSS2026	Visit IndERA	Visit ManagementONE
Visit Ripple Leadership	Added An Action Item	Visit 360 Retail Management	Heard The Words "ALL IN"	Visit Retail by CRS

How To Play:

To be entered to win $300, complete your BINGO card, tear it out of your notebook once finished, and drop it into the BINGO Card Box.

Name: Company Name:

Sponsor Spotlight

RMS
Retail Mastery System





PLATINUM
mastermind group

Lunch & Learn


ENJOY YOUR
BREAK

BREAK

BREAKOUTS

ALL IN RETAIL SUCCESS SUMMIT 2026

PMG
LUNCH

ALL IN RETAIL SUCCESS SUMMIT 2026

Q: What's ONE word to describe the Retail Success Summit?

www.menti.com Code: 4503 0677


ALL IN
All in on growth.
All in on purpose.
All in on retail.
RETAIL SUCCESS SUMMIT 2026

Who Wants to WIN?

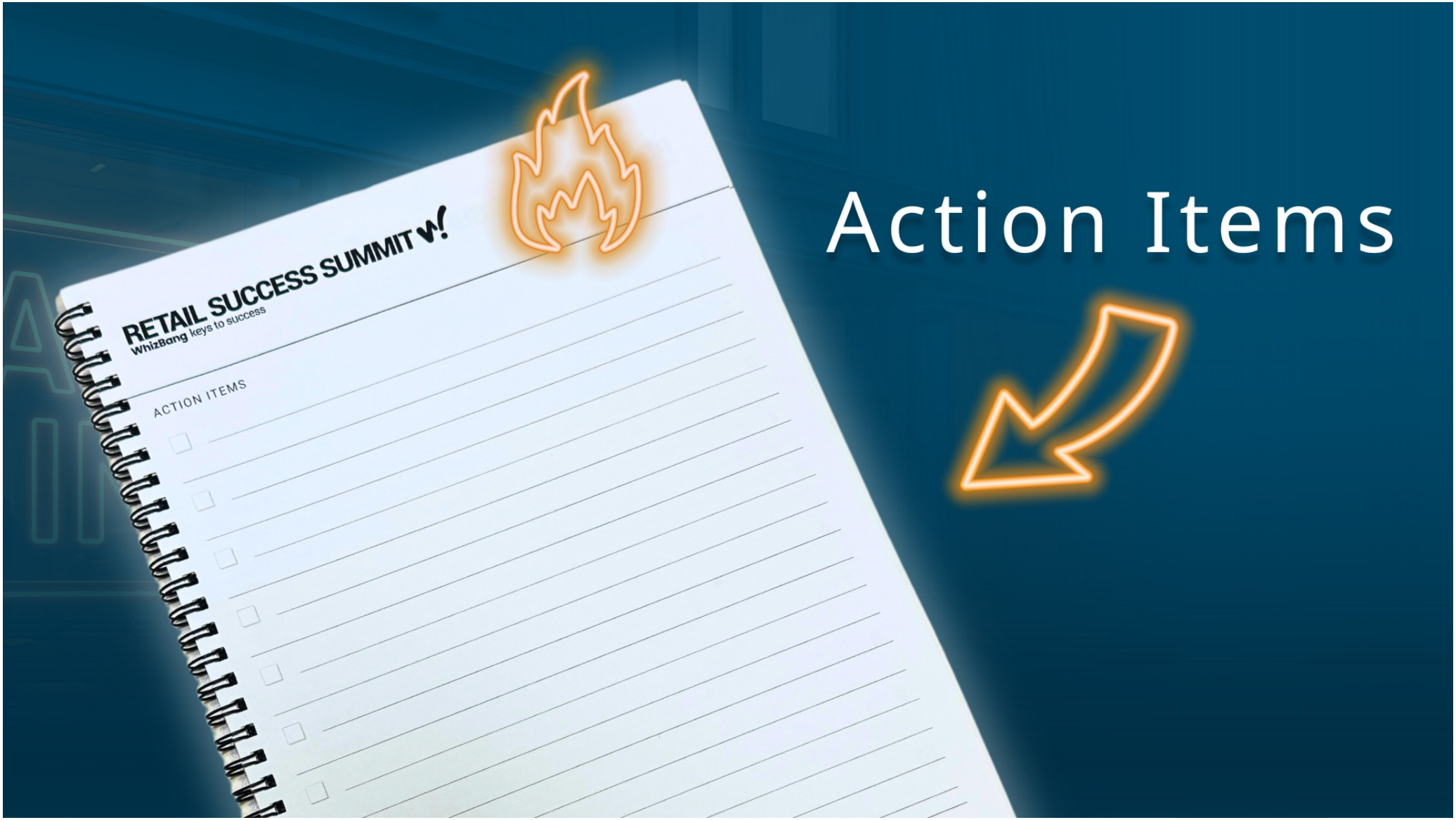


RETAIL SUCCESS SUMMIT 2026

Rapid Fire Retail

Your Questions
Expert Answers




RETAIL SUCCESS SUMMIT
WhizBang keys to success
ACTION ITEMS
Action Items

Complete
BINGO Ca
a chance t

LAST CHANCE

$300

BINGO

Visit Heart on Main Street	Saw Susan Do This... 	Took A Picture At The Photobooth	Saw Bob Flex 	Visit merchant mastery
Took A Picture With The Brilliance Mascot	Visit Mid-Atlantic Packaging	Visit payroc	Visit HARQUIN BOOKKEEPING	Met A New Friend
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SPONSORS
ManagementONE
brilliance
Retail Training Platform
sara
IndERA
INDEPENDENT RETAILERS ASSOCIATION
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Perfect POS
Ripple Leadership
LEADERSHIP THAT CREATES RIPPLES
by April Sabral
REPS are LOCAL too

Sponsor Spotlight

Retail Sales ACADEMY

Meet Here!




ALL IN

FINAL Break

ALL IN RETAIL SUCCESS SUMMIT 2026

Who Wants to WIN?



Comple
BINGO
a chan

$300

And the WINNER is...

BINGO

Visit Heart on Main Street	Saw Susan Do This... 	Took A Picture At The Photobooth	Saw Bob Flex 	Visit merchant mastery
A Picture With The Brilliance Mascot	Visit Mid-Atlantic Packaging	Visit payroc	Visit HARQUIN BOOKKEEPING	Met A New Friend
Visit oneshop	Visit RETAIL SMART GUYS	Visit	Visit Perfect POS	Visit brilliance
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Name:

Company Name:


RETAIL SUCCESS SUMMIT 2026
Power Promotions
5 Award-Winning Event Ideas
From Your Summit Colleagues



Maureen Doron



Jen Komaromi



Josh Miller



Tiffany Piotrowicz



Jennifer Shorter



Josh Miller

Doorstep Treat Sample + Flyer

PITTSBORO PET SUPPLY EST. 2015

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- **Sample dog treats**
  (vendor support)
- **Free dog wash**
- **$10 gift certificate**
- **Discount on treats**
- **Other deals**

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Skip Every Door Direct Mail...

Hire A High Schooler!

Delivered to 2,200 Doorsteps

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Results:

- **EDDM – 3% redemption**
- **Doorstep Sample – 25% redemption**
- **Increased new customers**
- **April & May treat sales up 50%!**



Jen Komaromi

Turn A Dead Night Into A Destination With Hyper-Local Experiences

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Don’t just extend your hours.

Create a reason to come.



What We Did

- **Three different themes**
- **Music, activities, & atmosphere**
- **Passport/stamp incentive for a gift bag**
- **QR code to "Add to your calendar!"**

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What We Learned

- Local Maker Night was the strongest
- Bringing in Makers did NOT impact store sales
- Customers loved the passport/stamp interaction
- We underestimated demand for food/drinks
- Nextdoor worked to create buzz & drive traffic

The Big Takeaway…

People don’t just want to shop anymore.

They want experiences, connection, & community.



Jennifer Shorter

Offer The Unexpected

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WWMCW?

- We zig when they zag
- More willing to buy other items
- Local referrals



Gumballs?

No, Petoskey Stones!

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Results:

4X Umbrella Sales
Delighted Customers!



Tiffany Piotrowicz

TerraLoco©
Endless Possibilities

$5 5K Program

ALL IN RETAIL SUCCESS SUMMIT 2026

Building Community To Build Your Business

73% of consumers will go out of their way to buy from brands whose values align with their own.

*2025 Givsly research

ALL IN RETAIL SUCCESS SUMMIT 2026



$5 5K


MAY 3, 2023
$ 305 00
ROCHESTER MONTESSORI
THREE HUNDRED AND FIVE DOLLARS 00/100
THE TREELOAF FAMILY





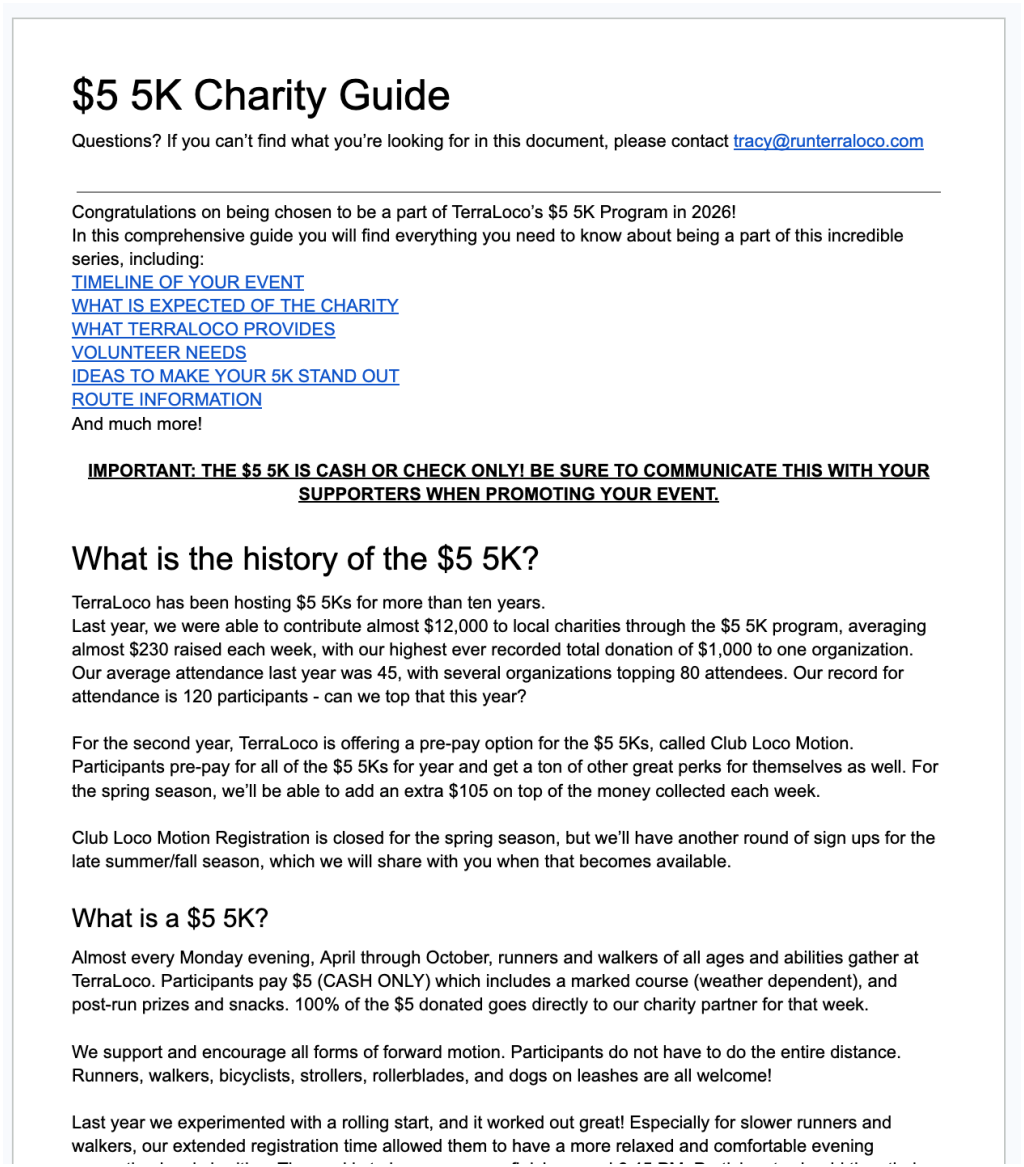




Schedule Flyer

- **"Save the Date"**
- **25+ partner organizations**
- **Lets customer see… "Who else do I care about on this list?"**
- **Volunteer QR code**

ALL IN RETAIL SUCCESS SUMMIT 2026



$5 5K Charity Guide

Questions? If you can't find what you're looking for in this document, please contact tracy@runterraloco.com

---

Congratulations on being chosen to be a part of TerraLoco's $5 5K Program in 2026!
In this comprehensive guide you will find everything you need to know about being a part of this incredible series, including:

TIMELINE OF YOUR EVENT
WHAT IS EXPECTED OF THE CHARITY
WHAT TERRALOCO PROVIDES
VOLUNTEER NEEDS
IDEAS TO MAKE YOUR 5K STAND OUT
ROUTE INFORMATION

And much more!

IMPORTANT: THE $5 5K IS CASH OR CHECK ONLY! BE SURE TO COMMUNICATE THIS WITH YOUR SUPPORTERS WHEN PROMOTING YOUR EVENT.

What is the history of the $5 5K?

TerraLoco has been hosting $5 5Ks for more than ten years.
Last year, we were able to contribute almost $12,000 to local charities through the $5 5K program, averaging almost $230 raised each week, with our highest ever recorded total donation of $1,000 to one organization. Our average attendance last year was 45, with several organizations topping 80 attendees. Our record for attendance is 120 participants - can we top that this year?

For the second year, TerraLoco is offering a pre-pay option for the $5 5Ks, called Club Loco Motion. Participants pre-pay for all of the $5 5Ks for year and get a ton of other great perks for themselves as well. For the spring season, we'll be able to add an extra $105 on top of the money collected each week.

Club Loco Motion Registration is closed for the spring season, but we'll have another round of sign ups for the late summer/fall season, which we will share with you when that becomes available.

What is a $5 5K?

Almost every Monday evening, April through October, runners and walkers of all ages and abilities gather at TerraLoco. Participants pay $5 (CASH ONLY) which includes a marked course (weather dependent), and post-run prizes and snacks. 100% of the $5 donated goes directly to our charity partner for that week.

We support and encourage all forms of forward motion. Participants do not have to do the entire distance. Runners, walkers, bicyclists, strollers, rollerblades, and dogs on leashes are all welcome!

Last year we experimented with a rolling start, and it worked out great! Especially for slower runners and walkers, our extended registration time allowed them to have a more relaxed and comfortable evening

Clear Partner Communication

- **What we do**
- **What we expect from them**
- **Promotion ideas**
- **Logistics**
- **Everything they need to be successful**

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ONSITE
JEWELRY
REPAIR
Date May 12, 2025
Pay to the order of RAINBOW ROCHESTER CHOIR
$ 335.00
Three Hundred & Thirty Five + no/100 Dollars
For $5 5K
TerraLoco
Authorized Signature

RESULTS

Donations Made

(aka customer relationships built!)

2023 – $ 6,000 +

2024 – $ 8,000 +

2025 – $13,000 +

What's YOUR 5K?

ALL IN RETAIL SUCCESS SUMMIT 2026



Maureen Doron

Skirt

25th Anniversary Party

ALL IN

RETAIL SUCCESS SUMMIT 2026

Movie Premiere Party



THE DEVIL WEARS PRADA 2



Core Value:

“We Celebrate Everything!”

Build relationships

Deposits in the emotional bank account

Not about selling

Valet Parking
Red Carpet, Paparazzi, & Interviews











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Step & Repeat







ALL IN RETAIL SUCCESS SUMMIT 2026

Vendors dressed ALL 30 employees!



Champagne!







Popcorn and Swedish candy





$5K Diamond Necklace Giveaway



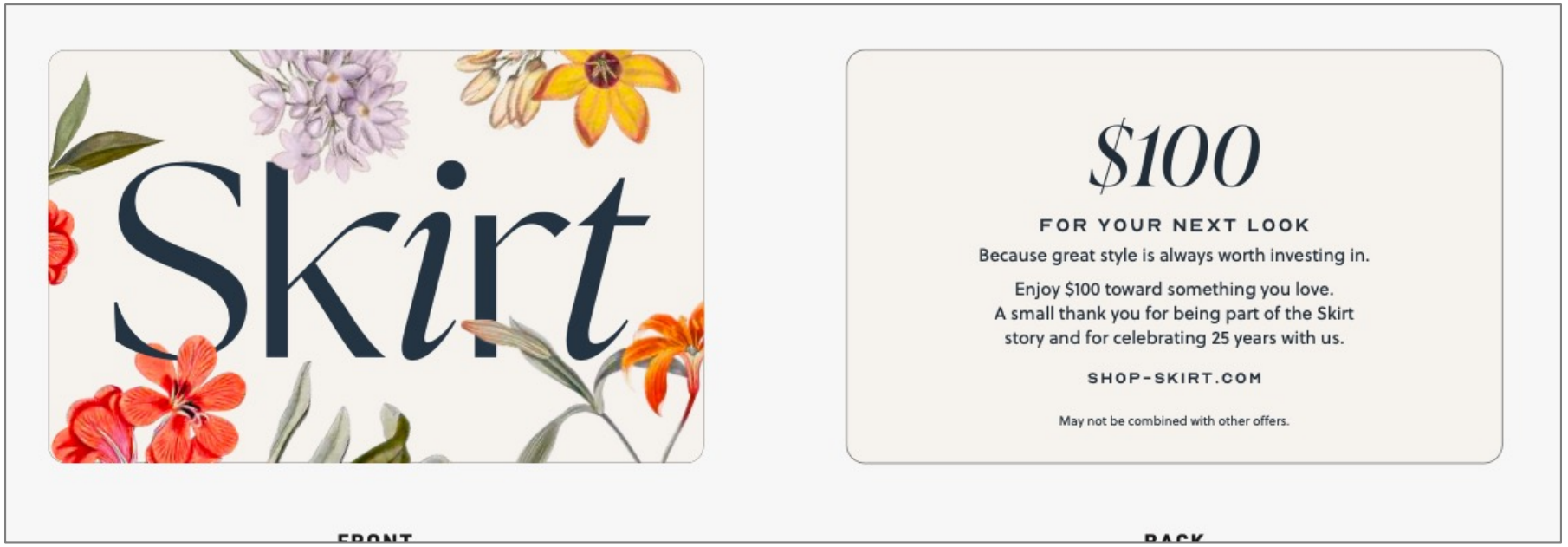
Surprise video, 25th toast, and MOVIE!





As they left…

Thank you note + $100 gift card





The Vibes Were HIGH!

ALL IN RETAIL SUCCESS SUMMIT 2026



ALL IN RETAIL SUCCESS SUMMIT 2026

Results:

Moved to a bigger theater

SOLD OUT

250 attendees

Huge buzz - the “talk of the town”

Fantastic candidates applying

ALL IN RETAIL SUCCESS SUMMIT 2026

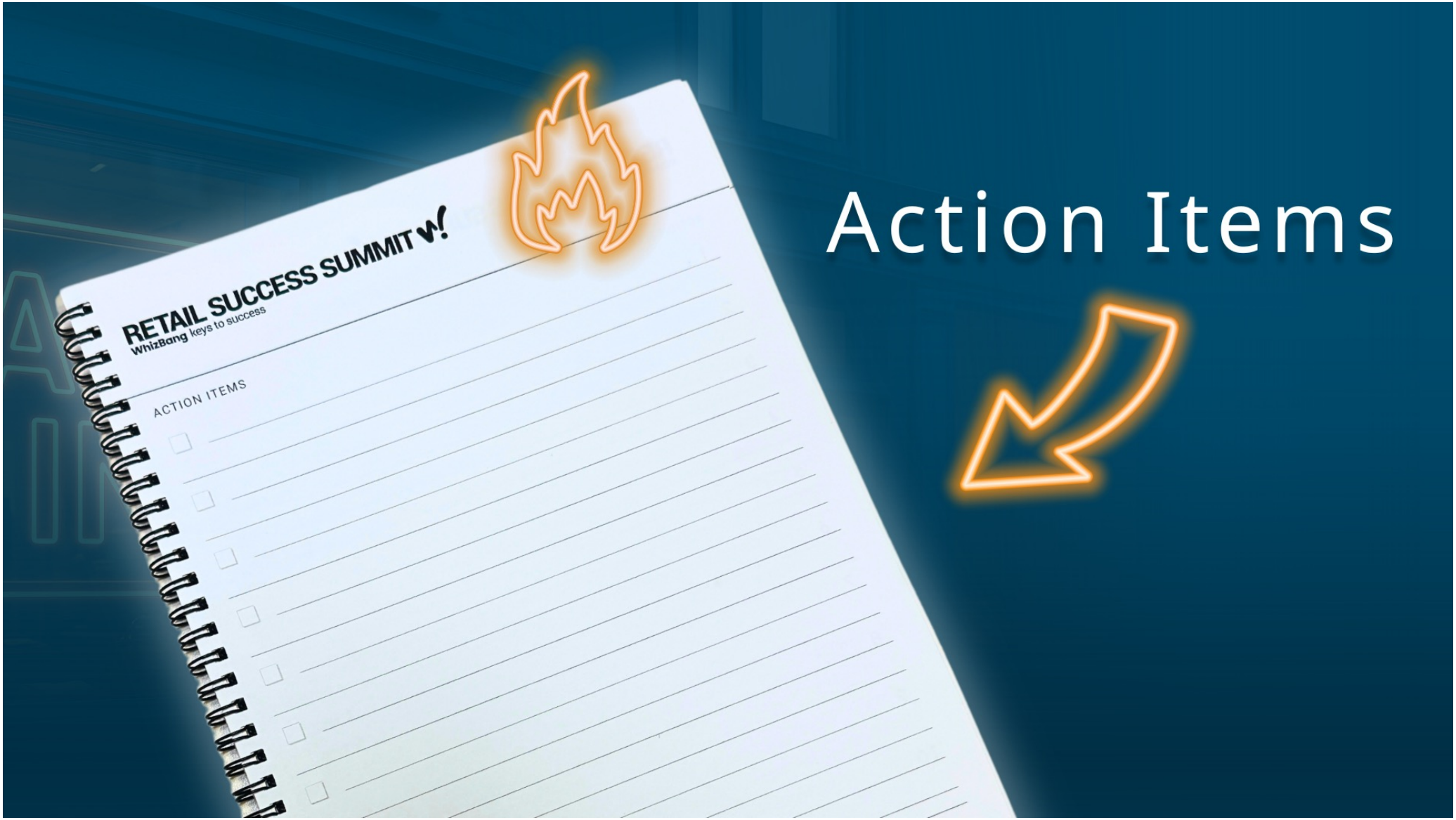
Results:

Stronger Customer Relationships

Stronger Vendor Relationships

Q: Which idea for a promotion or special event is your favorite?

www.menti.com Code: 4503 0677


RETAIL SUCCESS SUMMIT
WhizBang keys to success
ACTION ITEMS
Action Items


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Perfect POS
Ripple Leadership
LEADERSHIP THAT CREATES RIPPLES
by April Sabral
REPS are LOCAL too

RETAIL SUCCESS SUMMIT 2026

TEAM









RETAIL SUCCESS SUMMIT

JUN

28-29, 2027

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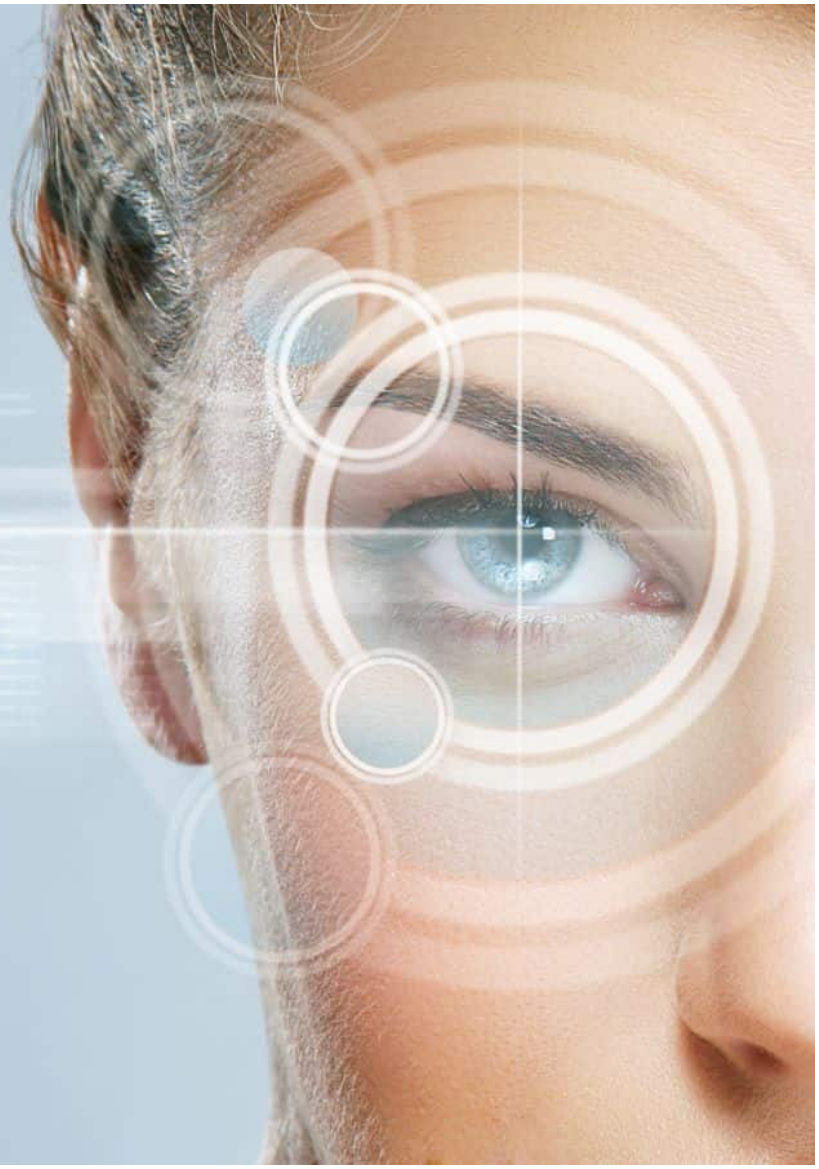
Exclusive discount for Summit Attendees TODAY ONLY: $499!



Scan to get tickets or go to retailsuccesssummit.com/2027-Summit


RETAIL SUCCESS SUMMIT 2026
Made For This!
Leading With Clarity,
Competence, & Confidence

Clarity & Focus



“Education without ACTION is merely entertainment.”

Prioritize Your Top 10

RETAIL SUCCESS SUMMIT
WhizBang keys to success



ACTION ITEMS

1 ☐ _____

2 ☐ _____

3 ☐ _____

4 ☐ _____

PLAN Your Top 3

RETAIL SUCCESS SUMMIT
WhizBang keys to success



ACTION ITEMS

1 ☐ _____

_____

_____

STEP 1 ☐ _____

STEP 2 ☐ _____

STEP 3 ☐ _____

2 ☐ _____

_____

_____

STEP 1 ☐ _____

STEP 2 ☐ _____

STEP 3 ☐ _____


ALL IN
All in on growth.
All in on purpose.
All in on retail.
RETAIL SUCCESS SUMMIT 2026