



**THE PROVEN  
JEWELRY  
BUSINESS  
CONSULTANTS**

the **edge**  
retail academy

**YOUR  
PARTNERS  
IN SUCCESS**

# NO CONTRACTS. OUR SERVICES ARE RISK FREE!

It doesn't take a contract to keep a partnership together. It takes results. The Edge Retail Academy has helped independent jewelers like you improve their bottom lines, reduce uncertainty and stress, and enjoy more free time and peace of mind. Backed by years of hands-on retail experience, coaching know-how, and solid industry financial data, our team of experts will help you achieve your goals, too.

If you are working too hard and achieving too little, take the first step toward a more profitable future with the Edge Retail Academy.


## Results Are Guaranteed.

## EDGE PULSE IS THE GAME CHANGER

Imagine knowing what's going on in your store—even when you're not in your store. In real time! Our new ground-breaking Edge Pulse program lets you do just that. It's a live feed that updates your store's key performance indicators such as sales, gross profit, margins, and much more.

Take the pulse of your business anywhere, any time, from your desktop, laptop, tablet or smartphone. With a click, examine your store's sales today and from previous weeks, months, and years.

Compare how you are doing against other jewelers and the industry average. Analyze your staff's performance by employee. When someone closes a major sale, you receive a text message within minutes telling you what sold and for how much. You can also identify top-selling products and vendors, through AdvantEDGE. Then use those trends to minimize your risk of purchasing products that are destined to become aged inventory. Plus, so much more!



**It's all the valuable data you and your Edge Retail Academy mentor need to grow your business, just a finger tap away.**

# INDUSTRY BENCHMARKING & TRENDS

With Industry Benchmarking & Trends membership you receive:

## Edge Pulse

A new and revolutionary live feed that updates your store's key performance indicators on a secure online site, in real-time. Just sign in from anywhere, and click to view your store's sales, gross profit, margins, and much more. A game changer that lets you see at a glance how you're doing, and compare it to your budget, other jewelers, or previous sales periods by department, salesperson, vendor or product.

## Online Academy

Exclusive access to our interactive website featuring strategies to help grow profits.

## Key Performance Indicators & Industry Trends

Exclusive monthly reports that compare your store with hundreds of others across the country, in terms of sales, gross profit, stock turns, margins and other key categories. You also receive a list of the industry's top performing vendors and products.

## AdvantEDGE Industry Fast Sellers

Desktop access to fast-selling products being sold by Academy members or individual vendors.

# MENTORING

With Mentoring level membership you receive all of the services outlined above plus:

## A Customized Business Growth Plan

Everyone's objectives are different. For some, it might be exit planning; for others, it's earning more while working less. Your Academy mentor will build a plan to meet your objectives, whatever they may be.

## Personal Phone Contact

A personalized call schedule keeps you in regular contact with your mentor—and on track to achieving your goals.

## One-on-one Mentoring at Shows

We exhibit at many shows. If you're attending, you can receive personal mentoring from one of our specialist coaches.

## Access to a Team of Industry Experts

We have built a talented team of jewelry retail experts, available exclusively to members of our mentoring program. Each mentor has many years of experience working in retail jewelry stores. This gives us the unique perspective of not only "talking the talk" but "walking the walk". Their broad range of expertise covers all aspects of running a profitable retail business including: finance, inventory, training, staffing, growth strategies, leadership and retirement.

## KNOWLEDGE IS POWER

It takes confidence to change habits, close a sale, or build a relationship that results in a customer for life. The Edge Retail Academy can turn your sales associates into a more confident and productive team with our comprehensive training program. From increasing your team's knowledge of diamonds and gemstones to how to sell to Internet shoppers, Edge Retail Academy coaches offer new strategies and tools that secure more sales.

## PDP CAN CHANGE EVERYTHING

The wrong hire can change the whole dynamic of a store. So can a star performer. The Edge Retail Academy offers the ProScan® Personal Development Survey developed by Personal DynaMetric Programs (PDP), a unique assessment tool that helps you:

- Hire and promote the right people.
- Understand and develop their skills.
- Improve communication, motivation and management.



Whether management, administrative or sales staff, our model templates identify personality traits and match them to the appropriate role in your store. The result: a stronger team, greater job satisfaction, reduced stress, and increased performance. Quick, easy, and non-threatening, ProScan® is one of the most advanced instruments available for identifying the right people for the right job to produce the right results.



# THE TOOLS FOR SUCCESS

Your Edge Retail Academy team will fill your management toolbox with the industry benchmarks and fact-based trends you need to determine where you stand in today's highly competitive retail jewelry marketplace.



**START NOW TO MAKE  
THE MOST OF OUR  
CUSTOMIZED & GUARANTEED  
MENTORING SERVICES**

- Reduce debt and increase profit
- Create a profitable product mix
- Build your most effective team
- Reduce discounting
- Differentiate your brand
- Capture loyal valuable customers
- Enhance your leadership skills
- Create a balanced life
- Profit from clienteling, social media and events
- Create a defined and profitable succession/exit plan
- Utilize The Edge software for optimum growth

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