

## **YOU PAY BILLS WITH DOLLARS...NOT PERCENTAGES**

This program highlights GMROI (Gross Margin Return On Investment), outlines its benefits, and provides hands-on instruction in its calculation and application to specific categories. Whether you are a veteran or a rookie, use it to assist you identify and evaluate whether the desired gross margin is being earned by your inventory.

### ***QUESTIONS ASKED AND ANSWERED***

Does your inventory work as hard for your business as you do?  
In merchandising do you use the 20/80 principle?  
Is your best item your best selling item or your best return-on-investment item?"

### ***PROGRAM BENEFITS***

- Understanding the GMROI principle and how it applies to your business.
- Learning the GMROI calculation details.
- Significantly increasing your inventory productivity.
- Maximizing your merchandising dollars.

### ***TAKE-AWAY VALUE***

- Better understand the concept of GMROI, as well as its value as a merchandising and buying tool to significantly increase your inventory productivity.
- Identify your product winners and products starving to become winners.
- Identify "lazy assets" in your inventory system.
- Produce a realistic sales and inventory budget complete with enhanced buying/merchandising plans based on GMROI.