



Retail Program: New Program Designed by Your MAMES Retail Committee

WEDNESDAY, May 8, 2019

Registration and Light Continental Breakfast: 8:30 - 9:00am

Program Sessions: 9:00am - 4:00pm

THIS IS A COMPLETELY NEW PROGRAM DESIGNED BY YOUR MAMES RETAIL COMMITTEE!

Retail Program Session will run from 9:00am - 4:00pm

8:30am - 9:00am

Registration and Light Continental Breakfast - included with registration

9am - 10:30am

Marketing ROI – Make Your Investment Measure Up: Michael Scarsella, National Sales Director, Compass Health. Mike returns with an all new program for MAMES members - A metric based discussion focusing on how to ensure your marketing plan and efforts are aimed in the right direction and providing the desired returns. We will review ROI from the P&L and plan level down to specific marketing programs – with insight into each programs ROI potential. Get the highest return on your investment!

Michael Scarsella is Proudly Sponsored by:



10:30am to 10:45am

Telephone and Email Break

10:45am to 12:15pm

Maximize the Customer Experience through Incremental Sales: Staci Langel, Operations Manager, VGM Retail. Modern retail is all about the customer experience. In our world, the experience is even more important. But how do you make sure the customer is satisfied with the experience and the product matches their needs while maximizing the number of items and revenue to you? In this session we'll cover everything from rapport building to asking questions, and talk about some new vendors in the market that make for excellent incremental sales products.

Staci Langel is Proudly Sponsored by:



12:15pm to 1:00pm

Networking lunch - included with registration

1pm to 3pm:

Getting Cash in the Door: Interactive discussions with your peer's and experts in the cash sales realm. Everyone in the HME business realizes we must do something to bring cash in the door for we no longer can rely on the other payer markets. You do not have to have a "retail store" to do cash sales. This session we will be covering topics related to how to grow cash sales, techniques for training how to sell, incentivizing staff to get excited to help people get what they need, ways to market the business, products/lines
Some topics that will be discussed:

- What has been the most successful marketing initiative for your business?
- What's your brand? What makes you unique, better, different.
- What techniques have you used to train your staff and which have you found to be the most effective?
- Upselling/Bundle Selling when a customer comes in for one product.
- What are some incentive programs you've implemented for your sales staff that have been successful?
- Hot products - CBD oils – what is this all about?

3:00pm to 4:00pm:

Rapid Fire Program: The Best in Cash Products! Join us for this fast moving presentation session sure to provide you with new product ideas to increase your cash flow. This one hour session will highlight the hottest new cash sales products on the market today in rapid fire succession. This is one of our most popular segments!

**MAMES reserves the right to change the schedule.*

PHILIPS

RESPIRONICS



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