



National Shoe Retailers Association's Education Conference

Sunday, August 12, 2018 • 1 p.m. to 5 p.m.
Las Vegas Convention Center • South Hall, Room S229

Held the day before **FN PLATFORM**, this conference features highly regarded speakers who will address industry topics and timely issues that are on the independent retailer's mind.



1:00 p.m. - 2:30 p.m.
Buddy Rice

Consulting partner and master facilitator for Shepard Presentations, a leading worldwide customer service and strategy organization known for *The Customer Focus*™. www.hyken.com

Create an Amazing Customer Service Culture That Engages Employees and Captivates Customers

The fundamental purpose of a business is to satisfy customer needs at a profit. Your company can only benefit from a strong customer service culture.

Buddy's presentation will help you with tools to develop a mindset dedicated to delivering outstanding customer service to both external and internal customers. You will hear new insights into gaining the commitment and dedication of every employee in your company while learning key philosophies, such as:

- Satisfied customers are converted to loyal customers
- Excellent customer service can lead to more sales from existing customers
- Your customers become advocates, creating word-of-mouth advertising
- A customer service-focused company has reduced employee turnover
- Customer service increases revenue, and much more.

2:30 p.m. - 3:15 p.m. Networking Break

Spend time meeting or catching up with independent retailers, vendor representatives and industry experts.



3:15 p.m. - 4:45 p.m.
Mel Kleiman

Founder and president of Humetrics, recognized as one of North America's leading authorities on hiring and retaining key frontline employees; author, consultant, speaker and trainer. www.humetrics.com

Tools, Tips and Techniques to Find, Hire and Retain Top Talent in Today's Turbulent Times

In today's hypercompetitive marketplace, the battle is not only for customers, but is just as fierce for outstanding employees as well. In this interactive, dynamic presentation, you will learn the most effective and efficient ways to recruit, select, and retain the kind of talented people you need to not only survive, but to thrive in this challenging environment.

Learning outcomes include:

- The most effective employee retention technique (and it doesn't cost a dime)
- The #1 source of great, new hires
- How to identify and activate your UEP (Unique Employment Proposition) to attract and retain top talent
- The only 5 interview questions you'll ever need.

Attendees will leave with specific, common sense, easy-to-implement ideas that will immediately improve their ability to attract, select, and retain top talent.

FN PLATFORM Networking Reception

Immediately following the last session, NSRA conference attendees are invited to meet with industry leaders at a reception hosted by FN PLATFORM. It's a great way to kick off your visit!

NSRA Business Education Events offer a lot more than just talk — WE DELIVER!

- New ideas and strategies to implement in your store
- Networking opportunities with industry peers
- Business education to broaden your knowledge
- Best practices to grow your business

More details and registration at www.nsra.org. Or, call 800-673-8446 for additional information.

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