



Using the *OWNERS Center*

As easy as 1 - 2 - 3!

HOW CAN I GET INTO THE OWNERS CENTER?

It's easy! ROI Members have unlimited access to it all!

Step #1: Choose an Owner Issue by clicking any of the 7 Owner Issue images above.

Step #2: LOGIN when prompted

Step #3: Click any of the images in that section. That resource immediately pops up. Cool!

Then, just look for the pennant shapes at the bottom of each page. Go immediately to another section.

Step #1: Choose an Owner Issue by clicking any of the 7 Owner Issue images

Show All OWNERS Center

What COULD We Do?

OWNERS Center

Dare. Dream. Discover

Customers to GROW with!

OWNERS Center

Customers to GROW With

Delegation: Trust, but verify!

OWNERS Center

Find TIME. Delegate with Confidence.

PAYING for it all

OWNERS Center

PAYING for it all

Use The Controllables

OWNERS Center

Control the CONTROLLABLES

CRISIS ahead? Use the lead time!

OWNERS Center

Crisis ahead? Use the LEAD TIME

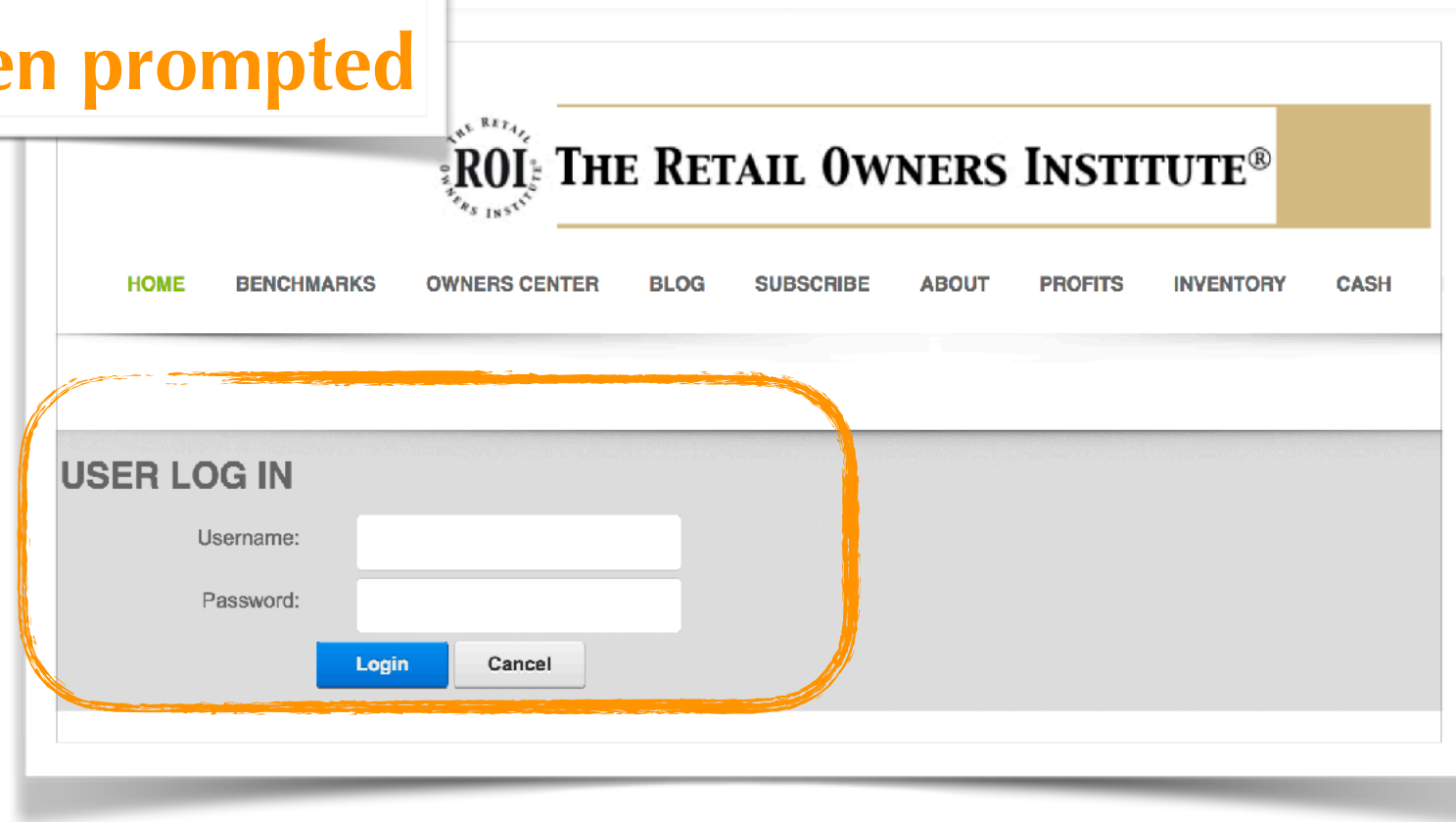
Ready to move on? CHOOSE your own adventure!

Wishing is not an exit strategy!

OWNERS Center

Ready to move on? CHOOSE your own adventure!

Step #2:
LOGIN* when prompted



The screenshot displays the homepage of The Retail Owners Institute (ROI). The header features the ROI logo and the text "THE RETAIL OWNERS INSTITUTE®". Below the header is a navigation menu with links: HOME, BENCHMARKS, OWNERS CENTER, BLOG, SUBSCRIBE, ABOUT, PROFITS, INVENTORY, and CASH. The "HOME" link is highlighted in green. The main content area contains a "USER LOG IN" section, which is highlighted with an orange rounded rectangle. This section includes a "Username:" label and a text input field, a "Password:" label and a text input field, and two buttons: "Login" (blue) and "Cancel" (gray).

*ROI Members get unlimited access to all of The ROI *and* the entire OWNERS Center.

Immediately!
See ALL the resources
and tools in that section.

click image | see that resource

Show All Article Assessment Tool Webinar



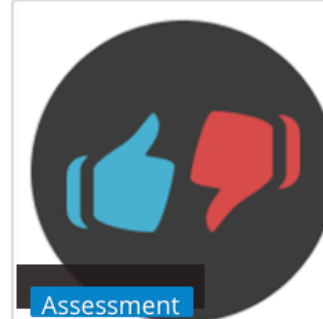
Article

Find Your Most Profitable Customers



Webinar

Are Your "Best" Customers Actually Profitable?



Assessment

Online STORE RATER



Webinar

Expand Your Competitive Edge



Article

Top Five Killers of Retail Businesses

Present Retail Concept/Format	New/Ru Merchand
1 Market Penetration	2 Conc Develo
3	4 Diversif

Article

Four (Only!) Ways to Grow



Article

Teaching Salespeople to, um, SELL!



Article

Take the Voodoo Out of Advertising



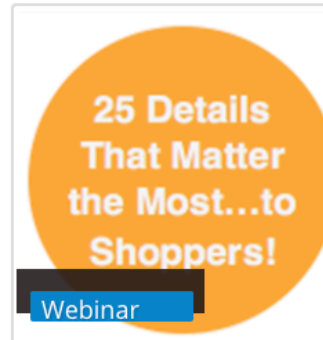
Article

See Your Stores How Your Customers See Them!



Webinar

Advertising: How to Be More Shrewd



Webinar

25 Details That Matter the Most to Customers



Article

Productive Way to Segment Customers

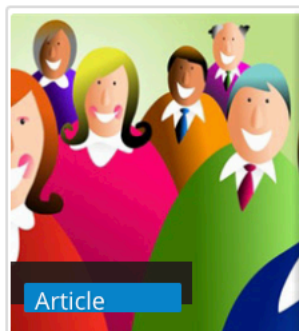
find
PROFITABLE
customers

Customers to GROW with

Step #3:
Click any of the images in that section.
That resource immediately pops up!

click image | see that resource

Show All Article Assessment Tool Webinar



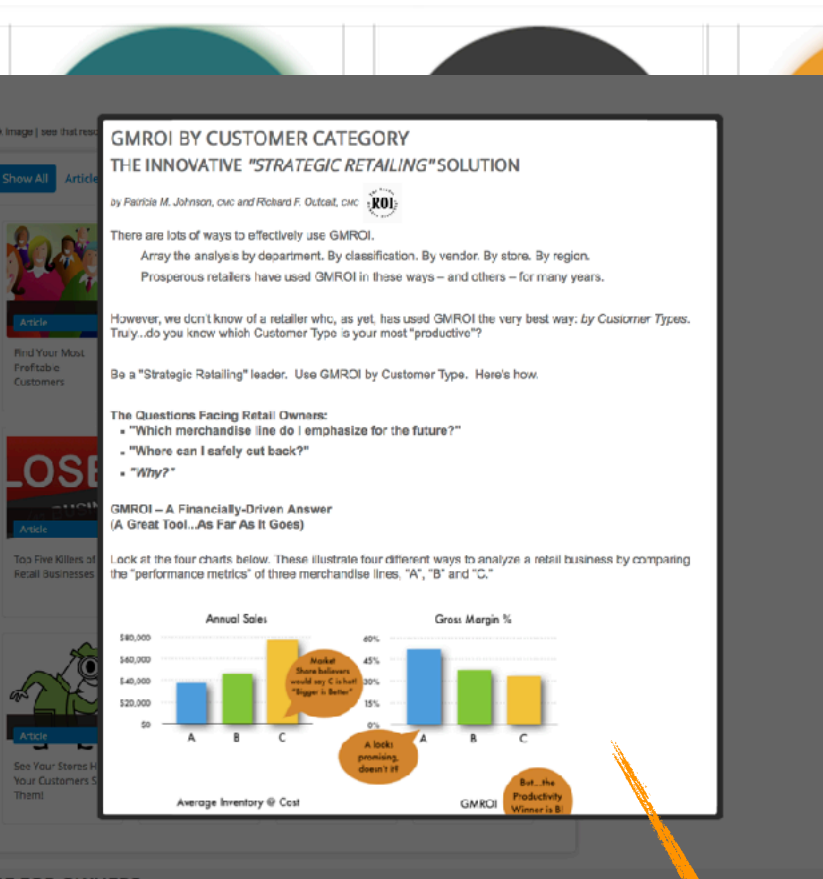
Article
Find Your Most Profitable Customers



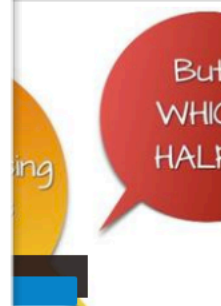
Article
Top Five Killers of Retail Businesses



Article
See Your Stores How Your Customers See Them!



Your Competitive



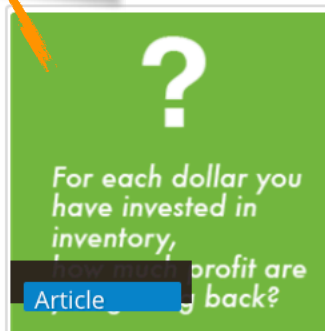
Voodoo Out of



Webinar
Advertising: How to Be More Shrewd



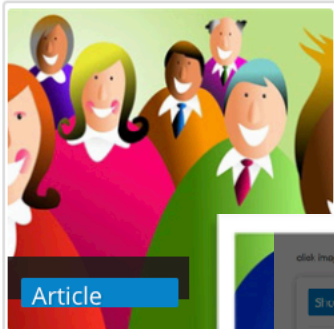
Webinar
25 Details That Matter the Most to Customers



Article
Productive Way to Segment Customers

click image | see that resource

Show All Article Assessment Tool Webinar

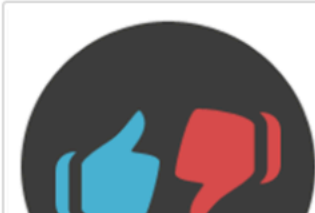


Article

Find Your Most Profitable Customers

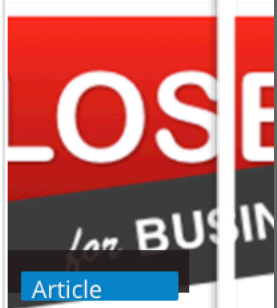


The Retail
STRATA:G®



Webinar

Expand Your Competitive Edge



Article

Top Five Killers of Retail Businesses



Advertising:
How to Be More
Shrewd



Article

Take the Voodoo Out of Advertising



Article

See Your Stores How Your Customers See Them!



Webinar

Advertising: How to Be More Shrewd



Webinar

25 Details That Matter the Most to Customers



Article

Productive Way to Segment Customers

click image | see that resource

Show All Article Assessment Tool Webinar



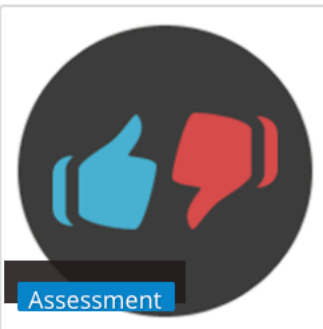
Article

Find Your Most Profitable Customers



Webinar

Are Your "Best" Customers Actually Profitable?



Assessment

Online STORE RATER



Webinar

Expand Your Competitive Edge



Article

Top Five Business

click image | see that resource

Show All Article

Article

Find Your Most Profitable Customers

Article

Top Five Killers of Retail Businesses

Article

See Your Stores How Your Customers See Them!

Article

Advertising: How to Be More Shrewd

Article

25 Details That Matter the Most to Customers

Article

Productive Way to Segment Customers

Article

Rating Tab 1

Look at a Store from the Customer's Point of View!

The ROI's Store Rater

On a scale of 1 to 4, rate this store.

1=Disappointing 2=Needs Work 3=Fair 4=Outstanding!

Accessibility	0
Advertising	0
Basics in-stock	0
Bathrooms	0
Cash wrap	0
Cleanliness	0
Competitive prices	0
Customer e-mail list	0
Displays	0
Fixtures	0
Flooring	0
In-store graphics, signage	0

go to Rating Tab 2

(C) Copyright, The Retail Owners Institute(ROI), www.RetailOwner.com All rights reserved.

Rating Tab 2

Overall TALLY

Clear; Reset Print Print All



Article

Take the Voodoo Out of Advertising








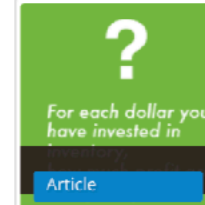


Article

Productive Way to Segment Customers

Want other info?

Look for the pennant shapes at the bottom of each page. Go immediately to another section.

Find Your Most Profitable Customers	Are Your "Best" Customers Actually Profitable?	Online STORE RATER	Expand Your Competitive Edge
 Article Top Five Killers of Retail Businesses	 Article Four (Only!) Ways to Grow	 Article Teaching Salespeople to, um, SELL!	 Article Take the Voodoo Out of Advertising
 Article See Your Stores How Your Customers See Them!	 Webinar Advertising: How to Be More Shrewd	 Webinar 25 Details That Matter the Most to Customers	 Article Productive Way to Segment Customers

MORE FOR OWNERS



discover
CHOICES

find
PROFITABLE
customers

find **TIME**

PAY
for it all!

the **CONTROLLABLES**

CRISIS ahead?

ready to
MOVE ON?



Unlimited access for ROI Members

To be a Good Owner...hope – anxiety – even prayer – may not be the best strategy.
Knowledge is!

preview each section | click any image

Show All OWNERS Center

What COULD We Do?



Dare. Dream. Discover

Customers to GROW with!



Customers to GROW With

Delegation: Trust, but verify!



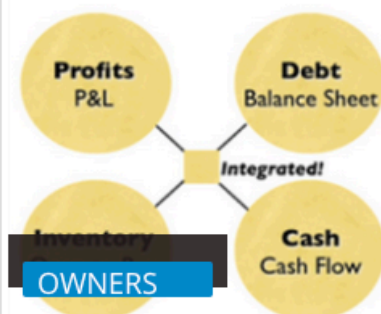
Find TIME. Delegate with Confidence.

PAYING for it all



PAYING for it all

Use The Controllables



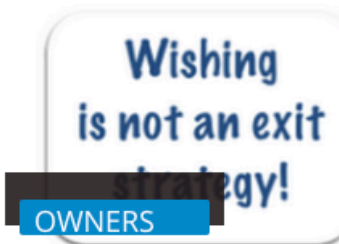
Control the CONTROLLABLES

CRISIS ahead? Use the lead time!



Crisis ahead? Use the LEAD TIME

Ready to move on? CHOOSE your own adventure!



Ready to move on? CHOOSE your own adventure!