

# Retail

## DVDs

### Revised! Retail Site Selection

Discuss the important considerations for entrepreneurs in selecting retail locations. Covers freestanding sites, business-associated sites, renovated CBDs, and planned shopping centers. ©2009. Length: 23. Recommended: HS/PS

DVD-09-063-4...\$135.00 (Member: \$128.25)

### New! Top Careers in Two Years: Retail, Marketing, & Sales Video

[DVD] This video is meant to supplement the book *Top Careers in Two Years: Retail, Marketing, and Sales* (RB-07-167). The program provides a unique, behind-the-scenes look at a specific field for students seeking a rewarding career without a four-year commitment to college. ©2009. Length: 25. Recommended: HS

DVD-09-183-4...\$99.95 (Member: \$94.95)



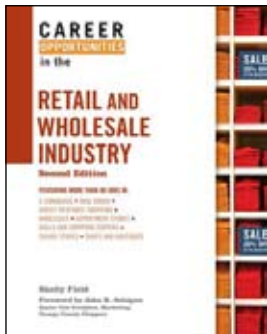
## Reference Books

### Revised! Career Opportunities in the Retail and Wholesale Industry, 2nd Edition

[Hardcover] Retail and wholesale trade is a trillion-dollar industry that presents a myriad of employment opportunities, from sales and merchandising to IT, marketing, finance, customer service, and much more. Almost one in five Americans are employed by retail companies, and 2007 retail sales totaled \$4.5 trillion, according to the National Retail Federation.

Featuring more than 90 job profiles—with nine new to this edition—*Career Opportunities in the Retail and Wholesale Industry, Second Edition* provides up-to-date information in one accessible resource. ©2009. Length: 352. Recommended: HS

RB-09-102-4...\$49.50 (Member: \$47.00)



## PowerPoints by CEV

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### Agricultural Sales and Services

Processes and techniques used in the consumer sales process. Effective sales methods, customer buying motives, appropriate questioning, and display strategies. ©2009. Length: 74. Recommended: HS

PPT-09-004-4...\$79.00 (Member: \$75.05)

### Basic Merchandising Concepts

The importance of companies implementing merchandising techniques into their business strategy. Each method is evaluated in detail along with the advantages and disadvantages of each. ©2009. Length: 44. Recommended: HS

PPT-09-133-4...\$79.00 (Member: \$75.05)



## PowerPoints (Continued)

### Introduction to Retailing

Different aspects involved in retailing and how the economic traits of supply and demand have an impact. Differentiates among retailers, wholesalers, and producers. ©2009. Length: 49. Recommended: HS

PPT-09-128-4...\$69.00 (Member: \$65.55)



### Sales and Service

Effective sales methods, customer buying motives, appropriate questioning and display strategies, overcoming customer resistance. ©2009. Length: 86. Recommended: HS

PPT-09-083-4...\$79.00 (Member: \$75.05)

### Types of Retail Outlets

Different types of retail outlets and examines each one's benefits. Impact a retail outlet has on its competitors. ©2009. Length: 30. Recommended: HS

PPT-09-130-4...\$59.00 (Member: \$56.05)

### Vendors, Buyers, and Merchandisers

How vendors, buyers and merchandisers are related, and the importance of all three positions. Various promotional techniques and the effects they have on business success. ©2009. Length: 50. Recommended: HS

PPT-09-134-4...\$69.00 (Member: \$65.55)



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