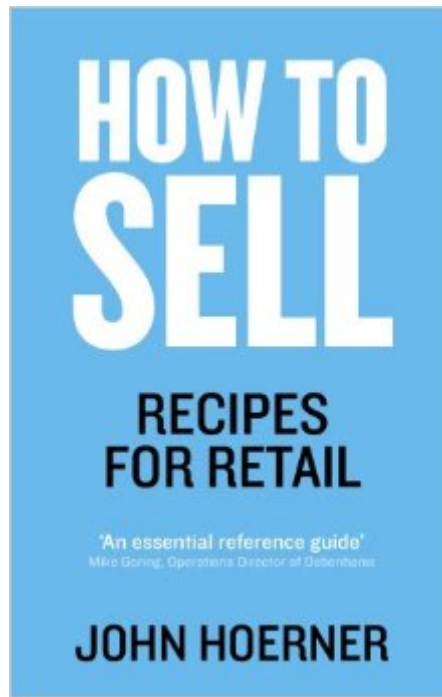


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# How To Sell: Recipes For Retail



## Synopsis

Your definitive guide to becoming the best retailer you can be. *How To Sell: Recipes for Retail* is the condensed wisdom from 50 years of successful selling from former CEO of Arcadia and Tesco, John Hoerner. Divided into chapters covering all aspects of retail, John's wisdom is summarised in short incisive quotes. Chapters include: customers, stores, buyers, suppliers and stock management, marketing PR and communications, strategy, investment and people.

## Book Information

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## Customer Reviews

This book is a great book for not only retailers but any business operation. It is fun to read, and covers every aspect of marketing. It is thoughtfully written, up to date and extremely helpful to read if you are a retailer, working for a retailer, starting up your own small business or have landed your first job. The author has a good sense of humor and great advice about working as a team player in business. It is motivating, full of great information and will inspire you.

This is a good book to read if you are interested in selling things. The ideas shared come from someone that has successfully been able to demonstrate them and has had one a lot of experience. It gave me perspectives and ideas I had not considered. It is easy to read. Grateful to have read it.

A fantastic book for anyone in retail, at any level. Whether you are a CEO, or a buying assistant, this book is full of solid and sound advice for selling product, leading a successful team, planning budgets, building relationships, and capturing your core customer. There are so many awesome

facets of retailing that are covered- even down to floor planning/adjacency, store lighting (there's ALOT to this actually!) working with suppliers, etc. I loved reading this book because I love retailing, and would highly recommend to anyone looking to sharpen their retailing skills. Very enjoyable read, author is humorous and makes his points in understandable, non-complicated ways. Bonus: in the last section of the book there are some wonderful cooking recipes, too!

I read and enjoyed this book from "the other side" ... that of the customer rather than the retailer. The book quickly captured my interest. It is nicely organized, and the concepts are clear and well-stated, and enhanced with enlightening statistics. I learned much about what are the principles, strategies, and implementations that come together to ensure consistent retailing success. And it is a nicely novel touch that the author has included some of his favorite food recipes in the final pages of the book, in keeping with the book's overall theme.

John does a wonderful job in helping those of us who are only beginners in selling our ware. I wholeheartedly love his comment "When you are under pressure, your IQ goes down by 25 percent. Have your 'disaster drills' memorised." I wish John could help me sell my book with all his wisdom and experience. Thanks for writing such a great book!

I have been in retailing in NYC for nearly twenty years. One of our buyers had this book, which I read at her request, and now I have asked all of our merchandise managers to read it. It's filled with lots of solid applicable information, especially on stock management, and if we are disciplined enough to refer to it often I can see it benefiting us greatly.

Amazing download of experience in a simple story form, must read for every new entrant in fashion retailing to shorten learning curve. Many thanks to John, great service. I am sure my young colleagues will cherish.

This book provides up to date information for anyone on any level of retail. It's excellent insite for people starting a business and others who have moved up the retail chain. His humorous writing style keeps you entertained while showing his vast experience in retail.

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