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Volume 2 Issue 6



The **Top 3 Questions** Buyers Want Answered





How will your product **increase sales** over last year or **drive more sales** than the competitor's item?



How will your product generate more **gross profit** dollars?



What **unique product benefits and features** will attract a customer to buy your item over your competitor's product?

Visit our website for more detailed and informative blog posts about preparing for buyer presentations.

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Recurring dream

by Dave Wendland

It always begins the same way. I'm at the threshold of a retail store. The filtered sunlight passes through the double-glass entry doors casting a larger-than-life silhouette of my body on the wood-grained floor. A sing-songy voice greets me with a cheery hello as a feeling of comfort overtakes my emotions.

An individual then appears in the sunlight saying, "Let's tackle this together." Somehow the associate was already aware of the circumstances of my visit. Having just been discharged from the hospital following rotator cuff surgery, the associate carefully lifted the shopping basket and said, "I've got this. Are you ready?" [Read more](#)

Upcoming events



Recent blog posts

[The fine lines between Fine Lines](#)

[Enthusiasm won't compensate for inefficient processes](#)

[Who'd a thank it?](#)

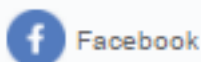
Chasing Santa!

If you haven't already seen our holiday video, view it [here](#). In it we take the opportunity to demonstrate our spirit and culture, and this year we got to showcase our office as well. Stay tuned until the end to see the entire HRG gang and a little humor from Bruce, our art director, who dreamt of and directed the video. *Have a happy and healthy 2017!*



Here's to a successful 2017!

We'd love to help you achieve your 2017 goals. The [Solutions page](#) on our website provides an overview of areas we can help you with, but if you don't see what you need, ask us! We provide a range of custom services that might surprise you. Contact us for more information at 800-888-0889.



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