

# Store Demographic Report and Training Plan



## DEMOGRAPHIC REPORT AND TRAINING PLAN

*The More You Know, The More You Grow!*

**What do you really know about your customers and your market? Do you know how much business is out there – and how much your competitors are taking? How much do your existing customers spend on gifts other than those they buy in your store? What if you could increase your market share by just 1%, AND take just 1% more of your existing customers' gift spending?**

Knowledge is power – and for most stores, that power brings with it the potential for growth that is astounding. Let the experts at Performance Concepts take an in-depth look at your market and provide you a road map for creating the kind of in-store experience that will help you increase market share and keep your existing customers coming back! We collect the most current information from a variety of reliable data resources, and deliver a detailed report that includes:

- ✓ **Demographic Detail Summary Report:** provides a comprehensive picture of your customer, using the most current census data and 10 and 15 year future estimates to report the most significant demographic variables and trends in critical categories including gender, age, household income, employment, and marital status
- ✓ **Consumer Expenditure Summary:** breaks down your customer's average per household annual spending (in dollars) for just under 100 categories, including jewelry, watches, and gifts, providing the essential information that determines market size
- ✓ **Market Potential Comparison:** A spreadsheet-based report that calculates your store's current share of the existing jewelry and watch market and projects your potential growth based on an increase in market share and on the capture of additional revenue from within your existing customer base
- ✓ **MOSAIC Reports:** Geodemographic segmentation data from US Mosaic, designed to help you both accurately describe and understand your customers' predominant lifestyles, and to help you locate them (relative to your store) on an area map. Data contained in your MOSAIC reports will help you build an in-store experience best suited to the style, taste and expectations of your existing customers, and will also help you answer the critical questions necessary to develop effective marketing strategies for attracting new customers.

## *INFORMATION YOU CAN USE!*

It's all about ROI – Return on Information. Even the best data is only as valuable as your plan to use it! Your Performance Concepts' Demographic Analysis comes complete with a detailed list of findings and recommendations, as well as a custom-tailored training plan that will help you and your team step up to a higher level of delivery in both sales and service performance.

*The most complete, accurate, actionable business information available,  
at your fingertips now!*

**Complete report, detailed analysis and training plan: \$1200.**

### **BRIDAL MARKET PROFILE** **An In-depth Analysis of Your Bridal Market**

For some in our industry, the bridal business has represented a significant source of growth over the past several years. For others, it has been a sole source of survival. The facts:

- ✓ The market segment that includes first-time consumers for bridal jewelry in the United States today numbers over 150,000,000 - more than DOUBLE the size of the Baby Boom generation!
- ✓ The average age for first time brides and grooms (27 & 29) is higher today than at any other time in modern history
- ✓ Bridal consumers are more experienced, more knowledgeable and more demanding than ever before – AND they have a much broader range of providers competing for their dollar
- ✓ The wedding rings – the only part of the cost of the wedding that has genuine, lasting material value, often accounts for less than 20% of wedding spending

Are you getting the most out of YOUR bridal market? Performance Concepts can help! Our Bridal Market Statistics Report examines the spending behaviors and buying patterns of the bridal consumer in your market. We collect reliable data from a number of objective, wedding industry sources, and provide it in an easy to understand format, along with recommendations for market share growth and a completely customized bridal sales training plan.

**Complete report, detailed analysis and training plan: \$450.**

***SPECIAL OFFER! Get both the Demographic Report and Training Plan AND the Bridal Market Profile for the package price of \$1500, and we'll include the Diamond Council of America's "Selling Bridal Jewelry" training course as our gift to you!***