
PROFESSIONAL
BOOKSELLER INSTITUTE



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Thursday, January 13

- 7:00 – 7:30 pm Get Acquainted and overview of schedule
- 7:30 – 9:00 Legendary Customer Service

Friday, January 14

- 9:00 - 10:00 am The Business of Christian Retailing, Part 1
- 10:00 - 10:15 Break
- 10:15 - 12:00 The Business of Christian Retailing, Part 2
- 12:00 - 13:00 Lunch (on your own)
- 13:00 - 15:30 Marketing Strategy, Part 1
Organizing, Marketing Plan, Advertising and Publicity
- 15:00 - 15:15 Break
- 15:15 - 16:30 Marketing Strategy, Part 2
Promotions, Events, Target Marketing, Building Customer Loyalty
- 16:30 - 17:00 Using CBA Frontline video as training tool
- 17:00 - 17:30 Q&A on the day

Saturday, April 15

- 9:00 – 10:45 Inventory Management
- 10:45 – 11:00 Break
- 11:00 – 12:00 Visual Merchandising and Displays
- 12:00 - 13:00 Lunch (on your own)
- 13:00 – 13:30 Computers and the Internet as a tool for Christian retailers
- 13:30 – 13:45 Break
- 13:45 - 15:00 Hiring, training and motivating staff
- 15:00 – 15:30 Your Role as Manager and Leader
- 15:30 - 16:00 Q&A and evaluation
- 16:00 Graduation!