



# APRO 2011 Convention & Trade Show

## RTO EDUCATIONAL SEMINAR SCHEDULE

Tuesday July 12, Peabody Little Rock Hotel, Little Rock, Arkansas

*All sessions take place in the Peabody Conference Center Lecture Hall-Level 2*

### Seminar Descriptions

#### **Innovation Marketing Session:**

##### **Grab that New Customer**

*Presented by Jill Adams McDonough, Prevail! Strategic Marketing & Communications*

Imagine a marketing study of 40 million customers that could be your customers but, for some reason are not. Now imagine a nationally known professional marketing consultant taking that research and putting together a targeted marketing plan just for the rent-to-own industry. Attend this session and you won't be imagining anymore! Now you can use knowledge gained from recent APRO focus groups, national surveys, and analyses that are a culmination of 13 years of market research. These results have helped add 1.3 million RTO customers and \$3.6 billion in revenue nationwide. APRO members who witnessed the focus groups throughout the nation changed their marketing strategies the next day. The latest 2011 results show an even greater potential to add customers and revenue. The session will include a panel discussion comprised of rental dealers who attended the actual focus groups and will give their opinions on what they heard there. Attend this seminar and find out how to implement those research results to bring some of those 40 million new customers into your stores.

Marketing expert Jill McDonough founded Prevail! Strategic Marketing & Communications, LLC, to provide analytical, ethical and creative business-building and business-protection solutions to organizations. She is committed to building brands and categories through research-driven public relations strategies for maximum market impact. She has provided analytical and effective integrated marketing counsel for many varied clients.

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#### **Innovation Roundtables for Small, Medium, and Large RTO Companies:**

Rental dealers getting together and sharing information is one of the best ways to get new ideas for your business and find solutions to any challenges that you may be facing. Don't miss this popular session and you'll be sure to come away with a fresh outlook on taking your RTO business to new heights.

Moderators Dennis Adams, Full-O-Pep Appliances; Mike Tissot, Countryside Rentals; Casey Pristou, Aaron's Sales & Lease Ownership.

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#### **Store Makeovers for Increased Rentals**

*Presented by Martin Roberts, Martin Roberts Design*

It's time to shake up your store décor! Get new ideas for the most effective use of your square footage in this new and exciting seminar researched specifically for the rent-to-own industry. "Same-old, same-old" doesn't do it for your customers anymore, and it certainly doesn't appeal to those potential new customers that you are trying to reach. We'll show you examples of real rental stores and explain what works and what doesn't and why. You'll get new ideas to help you move your company into a successful new marketing realm. This is a can't-miss seminar for any rent-to-own company that wants to rise to new heights in their store merchandising.

Martin Roberts, a retail and design industry veteran, has over 40 years of recognized design credits around the world. His company, Connecticut-based Martin Roberts Design, includes an award-winning team of retail consultants, architects, and interior and graphic designers. The Martin Roberts Design team helps clients, in every consumer segment, maximize profits through innovative design solutions. They are responsible for the branding, merchandising and store design for five of the top ten home furnishings retailers. Martin's top clients include Barnes & Noble, Walmart, American Leather, Cartier, and Procter & Gamble. Robert's work reflects his client-focused mission to influence consumers to buy more, more often.

## **2011 RTO Legal & Legislative Update for Owners**

*Presented by Ed Winn, APRO Legal Counsel*

Rental dealers prefer thinking about other things than the legal environment of RTO, but they ignore this important aspect of their businesses at their peril. RTO remains a legally challenged industry in many regards. Mr. Winn will detail for owners/operators the latest developments in the RTO legal world, with a focus on legislative developments, court rulings, and consumer advocate strategies for attacking RTO businesses. Mr. Winn talks to rental dealers every day in his role as general counsel for the association and is aware of many, but not all issues that continue to arise and plague RTO dealers. By all means, bring your issues to the seminar and listen to what Mr. Winn and your fellow dealers have to say about things that are happening in your company.

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## **What Every RTO Manager Needs to Know: Laws that affect your daily operations**

*Presented by Ed Winn, APRO Legal Counsel*

A lot is expected of RTO store managers, and if you are going to excel as a manager you must know the legal issues that affect daily operations in the RTO business. Information covered in this seminar will include a working knowledge of the laws of customer privacy, collections, theft of rental property, bankruptcy, what to do when the pawnshop has your stuff, how to combat bullying in the workplace, how to deal with difficult customers, all this in addition to managing employees, inventory, accounts, and vehicles. For 30 plus years, Mr. Winn has listened to store managers who call him on the phone with problems that have arisen in the store and that are in need of quick, accurate legal advice. Mr. Winn will share with you the things that he has learned as an RTO lawyer over the years. You are welcome to bring your questions to the seminar. Mr. Winn will make time for them.

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## **Developing Future RTO Leaders**

*Presented by Lyn Leach, Ace Rent-To-Own*

This is one seminar you won't want to miss. Attend this seminar and learn the five part program that will fill your company with a rental purchase superstar staff. First we will cover how to attract people to your company. Second, we will delve into how to train them how to be highly successful. Third, information will be shared on keeping your staff properly motivated. Fourth, we will examine the need to reward people and make them want to succeed. Finally we will cover the retention of these superstars, so they help you company expand and prosper. With all this information, your sure to go home loaded with the answers to keep you competitive in any market.

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## **Stand Out!**

### **Differentiate or Disappear**

*Presented by Larry Mersereau, CTC, PromoPower*

Why should I choose you? Why even think about the RTO option? Every prospect and every customer...at every point of contact...needs to be convinced that your business is designed around their needs, and that you're the only option they should even consider. In this lively session, you'll discover Larry's 'brand ladder' and learn how to walk people up step-by-step from total stranger to loyal customer...all the way to *evangelist* (they blog, tweet, text and tell their followers about you!). You'll see why everyone in the business has a stake in building positive customer relationships and delivering top notch results. From now on, every point of contact, from your marketing to the front desk to the showroom floor to delivery and installation will position you as the only provider your prime prospects would even want to do business with.

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## **The Media Conundrum**

*Presented by Larry Mersereau, CTC, PromoPower*

Where should you be putting your marketing dollars and efforts in today's economy? Is everyone glued to blogs and social media, or are you better off paying for print or broadcast advertising. Heck, maybe all you have to do is put up a web site and wait for prospects to find you. Don't bet on it! In this program, you'll see what's working and what isn't based on current research. Print, email, online, social media, direct mail... we'll look at all of the options and discuss which are likely to be most effective for your business and your market. This program will help you stretch your marketing

## **Health Care in America: Separating the reality from the hype**

*Presented by Mitchell Andrews, The Plexus Groupe*

We are now one year out from the passage of the first-ever comprehensive health care reform bill in the United States. The details are laid out, the first effects are already being felt and everyone is doing their best to prepare for the changes on the horizon. But despite having a consensus of actions, we are far from a consensus of mindset. From federal lawsuits to calls of outright appeal, it is obvious that many people question whether these laws can do what they were devised to. Can they bring valid improvements to **access, cost and quality**, the hallmarks of true health care reform? And, in doing so, will the United States be able to stay financially solvent? Mitchell Andrews, Partner and Managing Director of The Plexus Groupe, will share his insights from the forefront of health care reform implementation and give you a real-world view of what's to come.

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## **Tips for Hiring Top Performers in RTO**

*Presented by Wayne Outlaw, The Outlaw Group*

Ever hired someone you thought would be "great" but to find the only "great" thing about him or her was your level of disappointment after he or she was hired? Owners spend significant time and money to prevent theft of a few hundred dollars in cash or merchandise, yet let the lack of staff, or unproductive staff, drain hundreds of thousands of dollars from their bottom-line each year. What has "lack of staff or poor productivity of staff" cost you in the last year? What can you do to stop this drain from the bottom-line now?

Learn innovative ways and tips to hire top performers in RTO from author of critically acclaimed **Smart Staffing: How To Hire, Reward And Keep Top Employees For Your Growing Company**, which has been published in the People's Republic of China and is used as college curriculum in schools such as UCLA. You'll learn new and innovative tips that go far beyond the simple screening, interviewing and reference techniques of ordinary hiring to ensure you can weed out problem applicants and be able to replicate top performing Managers and store staff. Discover the best practices to source and hire reliable, hard working, honest employees for the high activity, fast paced RTO environment. You will learn specific tools to identify applicants who have the attributes of top performers and how to protect you and your organization from the liability of negligent hiring.

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## **Everyone Wins: Training RTO employees for success**

*Presented by Wayne Outlaw, The Outlaw Group*

Worried that if you train employees they might leave? A bigger concern is... if you don't train them and they stay. RTO companies spend a significant portion of the budget each month to attract new customers. If these potential customers are handled by unskilled employees, it can not only waste the advertising dollars it took to attract them, but it will also make it even harder to attract them again in the future.

Untrained and unskilled employees fail to rent to prospects, lose customers and damage or lose merchandise, which results in reduced revenue and profits. If you think training is expensive ... think about the cost of a poorly trained staff or the lack of an effective training program. Having an employee learn from the person he or she is replacing, having someone "tell them what to do" or even using an initial training checklist doesn't constitute an effective training program that produces the knowledgeable, skilled, productive employees needed for a profitable RTO company.

Learn the "best practices" of top companies, both inside and outside the RTO industry, compiled from Outlaw Group's 25 plus years of experience. Identify the skills and knowledge needed to be successful in key positions in the store.

Discover what a Manager must learn, besides store operations, to really be successful in getting the greatest performance from staff to maximize profits. Learn easy-to-use, cost effective resources, such as APRO's Virtual University or inexpensive off-the-shelf courses, to supplement your own training to create a skill development system for your employees and inexpensive, innovative technology you can employ to enhance it.

Training is not an expense, it is an investment. Discover the true ROI training and how to make it pay off for your company, the employee and customers.