

Six Groups of Knowledge (Part 3):

The third group of knowledge is knowledge of your _____ and that of your _____.

We invest _____ to attract guests to our stores. We need to be _____ for when these guests arrive.

Make sure you have _____ knowledge of your _____ as well as your _____.

Three ways you can shop your competitors

- 1) _____
- 2) _____
- 3) _____

Six Groups of Knowledge (Part 4):

The fourth group of knowledge is knowledge of your _____ and that of your _____.

One of the most powerful tools that you have is the ability to _____. It will enable your guest to act _____ rather than later. It will also enable your guest to buy the _____, rather than settle for second best.

Financing will increase:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Know all your _____ and _____.