

Retail MBA Announces How to Sell Products to Stores Live Event

Karen Waksman October 19, 2016



RetailMBA Live Event - Karen Waksman

Karen Waksman, founder of RetailMBA, announces a live event in San Francisco. Karen will present retail selling techniques for business owners small and large.

(Newswire.net -- October 19, 2016) San Francisco, CA -- At this one day event (<http://retailmbalive.com>) participants will learn how to prepare their products for the retail selling environment, with the goal of increasing business exposure to customers and boosting product sales. Owners will

benefit from learning advanced distribution strategies. They will be able to meet with retail buyers who are looking for new product suppliers.

"The Retail MBA LIVE event is a game changer for physical product companies who want to get their products in the stores," said Waksman. "Attendees will not only receive powerful training and one-on-one coaching on how to get their products on retail shelves, but they will also get their products reviewed by major chain store buyers during or after the event." Various buyers will be in attendance, including Walmart. Chain store buyers on site will be available to answer questions after the event.

Karen Waksman is no stranger to selling and marketing. She dedicates her time sharing knowledge and experience from her career as a manufacturer's representative, author, speaker and consultant. She developed an online course designed to help small businesses sell their products to major retailer stores. It includes information about packaging, pricing and logistics, finding the right buyer and closing a successful meeting with retail executives. More information about the course can be found on YouTube at https://m.youtube.com/channel/UCuA3wTs16nEz-_9jmy-1TrQ.

Waksman has been featured on MSNBC as an expert on retail direct selling. She was featured in Entrepreneur Magazine's 'Ask the Pro' segment called "Getting Your Product Sold at Retail," named after the popular course she teaches for Small Business Administration, Consumer Electronics Show, International Home and Houseware Show, Alibaba.com, National Hardware Show, US Patent Office, SBDC, University of Chicago, and Inventor Associations throughout the country.

Many students have posted online, <http://retailmba.com/testimonial/>, sharing how they have benefited from Retail MBA. The site offers real testimonials of excited business owners. "It was the neatest class I've ever done," stated one Amazon seller. Within one week of completing the course, the same seller approached Michael's Stores. They were interested in her product, and ordered 50,000 units. "It was all I dreamed about, but didn't know how to get there."

At Retail MBA Live, Ms. Waksman will provide participants with access to her online training program at <http://retailmba.com>. Karen has helped thousands of business owners worldwide learn the process of selling their products to retail stores.

For ticket information to this one day powerful live event, visit <http://retailmbalive.com>.

About RetailMBA, Inc.

RetailMBA was founded by Karen Waksman. To date she and her program have helped tens of thousands of business owners worldwide sell to major retail stores.

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Source: <http://newswire.net/newsroom/pr/00093879-retail-event-live.html>