

# This Way to the Retail Vertical!

## Starting Point

### Solidify Your Strategic Approach

Keith Aubele will work with your team to determine the proper strategic approach while taking your product or service to the major retailers who need it most. Since Keith was the very end user that you are targeting, he has specific insight as to how to prepare your approach and message. He has sat on the other side of the table and listened to thousands of vendor and supplier presentations. He not only knows what works, but he puts that knowledge to work for you.

## First Waypoint

### Open Doors, Build Bridges, Form Relationships

The Retail Loss Prevention Group helps your team create a path that leads to the customers you deserve to be reaching. Their experience in developing relationships with some of the largest and most successful retailers is an exceptional advantage for your company.

Keith Aubele is an industry leader, innovative in his approach, and works hard to develop strong and long lasting relationships along the retail landscape. He brings his energy to the Retail Loss Prevention Group to help your company navigate the difficult retail vertical.

## RPLG...Your ROAD to Success!

**Building Bridges Between You and Your Retail Customer**

**Industry Expert Advice & Insight For Your Product or Service**

**Creating Pathways to Big Box Retail, Grocery, and Downstream Retailers**

**Leveraging Industry Relationships & Partnerships for Success**

**Getting in Front of the Right People with the Right Solution**

**Developing a Direct and Targeted Approach**

**Product R&D Assistance & Input**

**Gaining Exposure for Your Company and Product**

**Valuable End User Experience**

**In House LP Resource for Your Company**

**Strengthen Client Relationships**

## Second Waypoint

### Distancing Your Company from Your Competition!

Engaging Keith Aubele and The Retail Loss Prevention Group allows you to put miles between you and your competition. Tapping into the experience and industry knowledge that we possess sends the message that you are serious about serving the retail vertical.

Partnering with the Retail Loss Prevention Group allows you to provide a resource to your retail customer... someone who can work closely with the targeted retail executive team at their level. Their involvement may be the difference maker in securing retail clients for long term relationships, and more importantly, keeping and growing them!

## Final Destination

### Get in the Game, and Keep Your Lead!

Once your product or service is being utilized by retailers, our team works to grow your position and open the door for more business opportunity. The Retail Loss Prevention Group gets you to the finish line quicker and more efficiently than conventional methods.

Contact us today for your customized retail vertical Waypoint program and information on partnering with the Retail Loss Prevention Group.



Retail Loss Prevention Group

[www.RetailLossPreventionGroup.com](http://www.RetailLossPreventionGroup.com)