



# Get ready for Opening Day!

Join Lyn Falk and Suzanne Rafenstein for an upbeat hour-long webinar on how to create a healthy and positive customer experience when you open your doors again.

## Suzanne will discuss how to:

- inform the public and your customers that you're open and what to expect in your business
- train and motivate your staff
- move old inventory out
- figure out how much new inventory to order
- work with your suppliers/vendors for new orders
- schedule/accept deliveries
- the importance of strong customer service—now more than ever
- preparing for customer reactions to COVID-19

## Lyn will cover:

- creating welcoming, uplifting window displays
- how to keep your staff and customers safe and comfortable
- cleaning protocols
- how to lay out your space to accommodate the required social distancing
- incorporating helpful signage throughout your store
- mobile checkout/pickup kiosks
- creating a positive environment that still touches on all the senses
- remaining upbeat—challenges are opportunities

**Have a burning question?** Send it ahead of time: [solutions@retailworksinc.com](mailto:solutions@retailworksinc.com)



**Lyn Falk** has devoted over 35 years to teaching and helping retailers build healthy, purposeful and productive spaces that move hearts, minds and merchandise.

Her expertise in retail design, business, consumer behavior and environmental psychology has helped her develop solutions that not only meet but often exceed her client's projected goals/sales. She is founder and President of Retailworks, Inc. (1995), an award-winning branding, design/display and consulting firm specializing in the retail and hospitality industries. Services include layout, interior design, lighting, signage, merchandising and display.



**Suzanne Rafenstein** has 35 years of experience in retail from small independent businesses to corporate settings. As an owner, buyer, manager and

merchandise, she has worked in many facets of the industry with companies like Neiman Marcus and Material Possessions in Chicago, Kauffman's in Pittsburgh and her own home-furnishing shop, Embelezar in both Chicago and Milwaukee. As a consultant with Retailworks Inc., Suzanne works with clients to review current and projected inventory plans, source products, address sales/margins, and create sales/promotional opportunities.



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