

Q4 RETAIL RALLY

The System To Finish 2026 With More Sales, **More Profit & Less Overwhelm.**

QUESTION OF THE DAY

On a scale of 1-10 how prepared are you for the 4th quarter?

QUESTION OF THE DAY

What does success actually look like in the 4th quarter for you?

QUESTION OF THE DAY

If something happened to you tomorrow and you couldn’t go to work -would the doors of your business operate smoothly for the next 60 days?

THE RETAIL EXPERIENCE BEHIND THE TECHNOLOGY. YOUR EXPERTS:



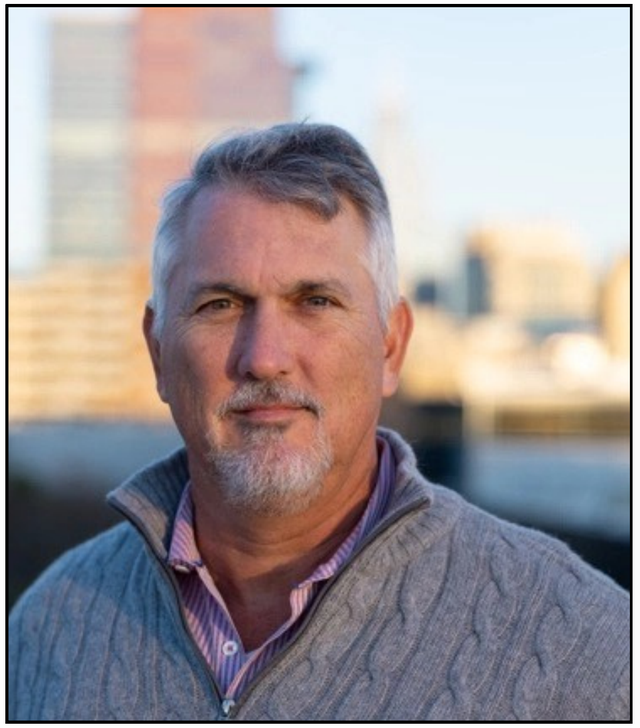
ASHLEY ALDERSON

Founder & CEO,
The Boutique Hub



SARA BURKS

Director of Education,
The Boutique Hub



JIM NIDIFFER

Director of AI & Innovation,
The Boutique Hub

HOLIDAY FORCAST:

- Retail sales are expected to grow about 4–5%
- U.S. ecommerce grew 12.2% YoY in Q2
- Households with children expect to spend about $875 on gifts, versus $635 for households without children
- But consumers are absolutely value-conscious.
  - Value ≠ cheap
- Roughly 40% of planned gift spending will occur in just five days: Thanksgiving through Cyber Monday
  - Don’t forget PINK FRIDAY

SO IF THERE'S MORE THAN $1.7 TRILLION EXPECTED TO MOVE THROUGH RETAIL THIS HOLIDAY SEASON...

why are so many boutique owners scared to death about Q4?

Because opportunity isn't the problem. Execution is.

But there are two very different ways to enter the next four months...

BUSINESS OWNER 1

looks at the next four months and thinks:

- **I need to sell more to beat last year's sales**
- **I need more content.**
- **I need to get rid of this old inventory.**
- **I need to get my team organized.**
- **I need to plan Black Friday and Pink Friday**
- **I need to figure out AI.**
- **I need to send more emails.**
- **I need to...**

AND SUDDENLY Q4 FEELS LIKE 400 THINGS.

It feels chaotic

BUSINESS OWNER 2

looks at the next four months and knows:

- **Here are my numbers.**
- **Here are my priorities.**
- **Here's what my team owns.**
- **Here's what needs my attention this week.**
- **Here's what we're NOT doing this season.**
- **Here are my margin goals – I want profit not just sales this season.**

Same four months. Completely different experience.



THE QUESTION:

Which one do you want to be on December 31?

TODAY WE'RE GOING TO SHOW YOU HOW TO BECOME THE SECOND.

And there is ONE big thing every business owner must have in order to get there and we’re gonna show you that today.

SO HOW DO WE KNOW WHAT THIS ONE THING IS – OR WHY IT WORKS?

Because we've lived it!

I'M ASHLEY *(Founder at the Hub)*



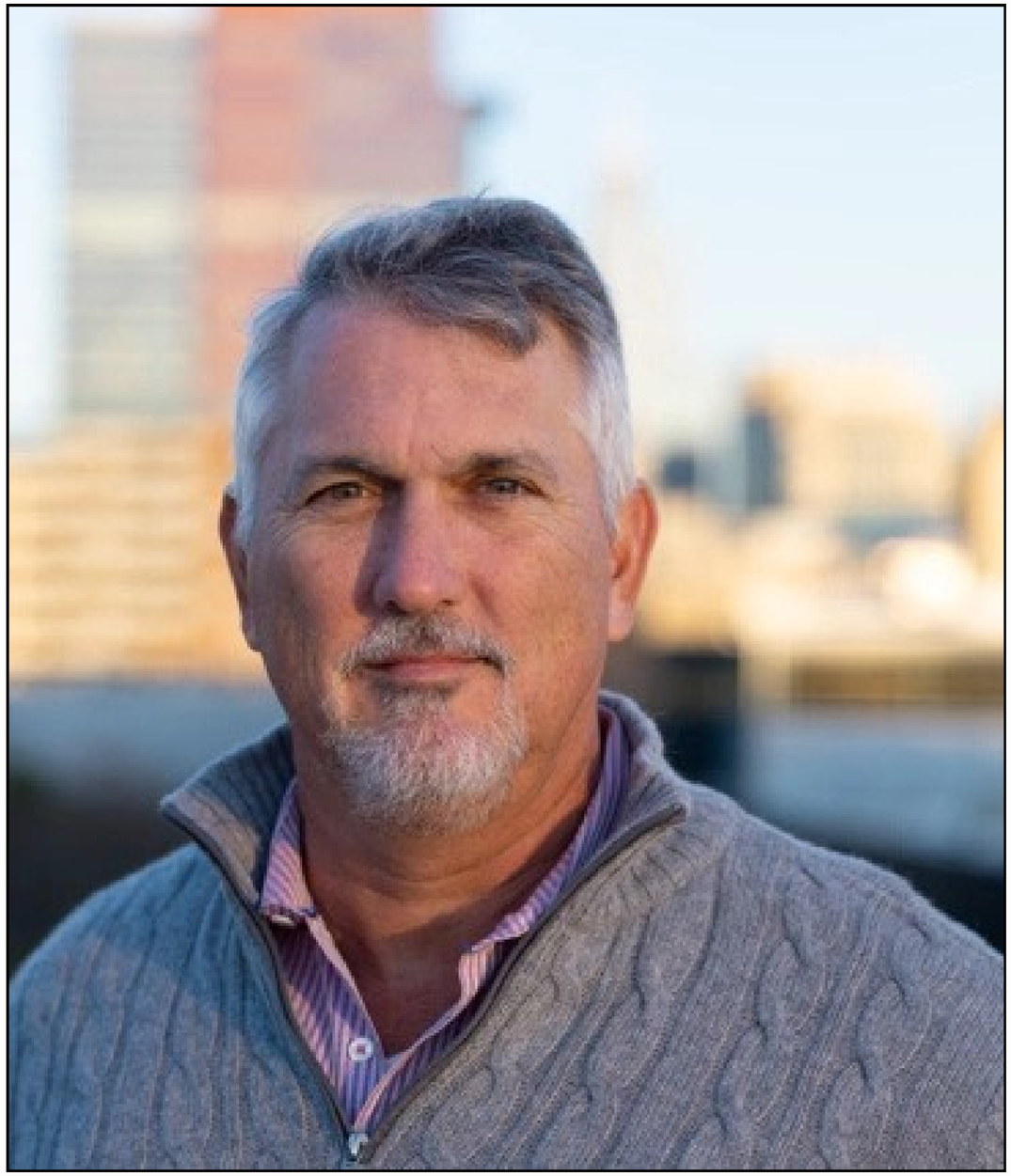
Started this business at my kitchen counter and went through every stage of change, failure, flop, - so many twists and turns, into a business that scaled quickly and now has 30+ employees around the country and has served over 100K retailers, boutiques and small businesses.



SARA BURKS

(Director of Partnerships and Education)

Sara has 30 years of retail and coaching experience and is passionate about sales strategy, merchandising, inventory, and team management because she remembers when her hobby became a profitable business and wants that for YOU too!



JIM NIDIFFER

(Director of AI & Innovation)

A former retailer who knew there had to be a better way to “Know Your Numbers.” He is a data guy who saw a problem for small business owners and set out to create an easier way - Result: a game-changing solution for you - the time-poor small business owner = BHOS

what we do at *the boutique hub*



💵 We help retailers grow profitable, sustainable businesses.





We connect retailers of all types, wholesale brands, & the entire independent retail industry with the community, the **tools + the strategy needed to succeed.** Everything is designed to help you grow without burnout.

who is *the boutique hub*



💖 We're the community behind independent retail.



We are rooted in community over competition and believe that the more we can share with one another - **the stronger we all are together!**

who we serve
at the boutique hub

If you run a retail business, you belong here. 🫶

100,000 + BUSINESSES SERVED
50 STATES **+ 7** COUNTRIES
300+ WORKSHOPS
3500 PEOPLE IN PERSON AT SUMMIT
7000+ MEMBERS
2.9 MILLION PODCAST DOWNLOADS
$500M+ IN REAL-WORLD RETAIL IMPACT
200,000+ RETAILERS INSPIRED GLOBALLY

STEP 1:

CONNECTION

THE BOUTIQUE HUB MEMBERSHIP - YOU DON'T HAVE TO BUILD ALONE.

STEP 2:

TRANSFORMATION

RETAIL BUSINESS ACCELERATOR - BUILD THE BUSINESS CORRECTLY.

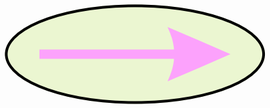
RETAIL
BUSINESS
ACCELERATOR

STEP 3:

SCALE

BOUTIQUE HUB BLACK - ACCELERATE WHAT WORKS.

BOUTIQUEHUB
BLACK



AND

BHOS

THE OPERATING SYSTEM HELPING RETAILERS EXECUTE AND GROW.

BHOS

THE RETAIL GROWTH SYSTEM

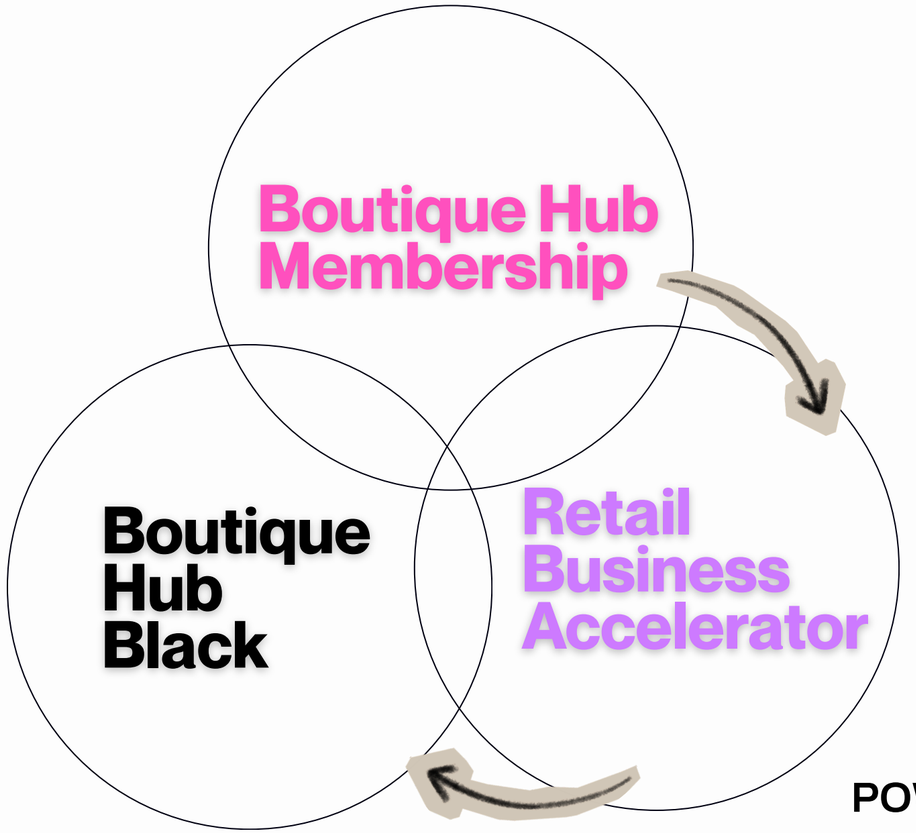
CONNECT

↓

TRANSFORMATION

↓

SCALE



POWERED WITH

BHOS

WHAT IS HOLDING RETAILERS BACK...

Constantly being told you need something you don't have – social media is great at doing this to us...

- ☑ **More time.**
- ☑ **More employees.**
- ☑ **More sales.**
- ☑ **Better products.**
- ☑ **More followers.**
- ☑ **Better technology.**
- ☑ **Another app.**

The old comparison game – maybe if Suzy is doing it and she's successful, it will work for me too...

But Suzy's business is not yours.



Constantly chasing those things don't fix chaos. They can actually create more of it. Trying another tool or tactic every other day.

Continually adding new things to our business or our plate without a real plan to go with them, or to know where to start first can actually slow you down.



THE REAL QUESTION IS:

What does YOUR business need right now especially before the holidays?

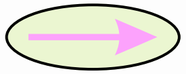
Where do you start?

AN OPERATING SYSTEM.

What does that mean?



3 BELIEFS THAT EXPLAIN WHY MOST RETAILERS FAIL TO GET A SYSTEM IN PLACE...



BELIEF 1

YOU DON'T NEED MORE TIME.

YOU NEED TO BECOME THE CEO.

ADOPT THE RIGHT MINDSET

FALSE BELIEF:

"If I could just get caught up, I'd finally have time to work ON my business."

But you never get caught up.

There's always another email. Another employee question. Another shipment. Another Reel. Another fire. Another customer. Another idea.

NEW BELIEF:

You're not a hustling entrepreneur - you're a strategic CEO.

This is the mindset shift.
Often a ***lifelong work in progress.***

CEO vs. Operator.
Reactive vs. Proactive.
Activity vs. Priority.

CEO VS. ENTREPRENEUR

CEO'S MINDSET

- TIME IS MORE IMPORTANT THAN MONEY
- LEVERAGES MONEY TO MAKE MORE MONEY/TIME
- BUILD SYSTEMS
- BUILD TEAMS
- CELEBRATES PROGRESS
- VALUES EASE
- HAS CLEAR BOUNDARIES
- USES TIME BLOCKING
- KNOWS KPI'S
- HAS STRATEGY FOR LONG-TERM GROWTH
- KNOWS THE EXIT STRATEGY

GOAL: TO MAKE THE BUSINESS OPERATE WITHOUT YOU

ENTREPRENEUR MINDSET

- SAVES MONEY BY DIY'ING
- SAVING MONEY MATTERS EVEN IF IT TAKES MORE TIME
- VALUES HUSTLE
- ATTACKS EACH DAY ONE AT A TIME
- WORKS THROUGH TO-DO LISTS DAILY
- CELEBRATES TASK COMPLETION
- LEVERAGES HARD WORK TO MAKE MORE MONEY
- WILL WORK TO GET IT ALL DONE NO MATTER THE COST
- DOES IT ALL
- WANTS NUMBERS BIGGER THAN YESTERDAY
- SEES STRATEGY FOR GROWTH THIS MONTH
- WILL WORK FOREVER AS AN IDENTITY

GOAL: TO MAKE THE BUSINESS CENTERED AROUND YOU

WHAT SHOULD A CEO DECIDE TODAY FOR THE 4TH QUARTER?

A CEO’S JOB:

The CEO's job is not to do <u>everything</u>. The CEO's job is to:

- Know where you're going.
- Know the numbers.
- Decide what matters.
- Build the plan.
- Assign ownership.
- Hold people accountable.
- Make the decisions only you can make.

CEO’S DON’T CHASE-

CEO’s are strategic, and they ask themselves strategic questions:

1. **What is the highest and best use of my time? (80/20 rule)**
2. **Am I working on income-generating activity?**
3. **What is the $100/hr job vs $10/hr jobs in my business?**
4. **What is the system or process in place so this doesn’t always rely on me?**
5. **Who can help me accomplish this goal (not how will I get it done)?**
6. **What are the action items or objectives my team and I must measure to hit our goal? And in what timeline?**

MEMBER STORY

She started operating like a CEO.

ASHLEY DONNELL



@thebabestandard
3 locations in Kansas City Area

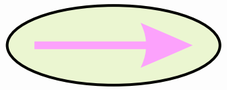
Major CEO mindset shift from June-July and took a store that was down 60% to hitting record sales goals in August by re-organizing her team, letting go of a manager who wasn't on the same page.

ASHLEY DONNELL



She credits **the 6 Layers of Retail in RBA** with building a more productive team, assessing strengths, having difficult conversations, and using BOHS to finalize and create their core values and commission structure based on business financials and opportunities.

One of her team members celebrated Ashleys growth with a high five saying “this is what happens when you require accountability and set up leaders”.
Cheers to Ashley for being a CEO!



BELIEF 2

YOU DON'T NEED ANOTHER TACTIC. YOU NEED A SYSTEM.

LEARN WHAT TO FOCUS ON + WHY

FALSE BELIEF:

"I just need to figure out what's not working."

Something isn't working → find a tactic → try it → move on → repeat. ***WRONG.***

- Maybe it's Facebook.
- Maybe inventory.
- Maybe my website.
- Maybe I need to post more.
- Maybe I need a new employee.
- Maybe I need to go viral.

This creates random acts of entrepreneurship.

This is not being a strategic CEO.

NEW BELIEF:

Sustainable businesses aren't built on tactics.
They're built on systems and complete frameworks.

After 14 years in business, we have one that we believe ***covers it all really well!***

THE SIX LAYERS OF A RETAIL BUSINESS



6. TRAFFIC & MARKETING

Social media **Paid Traffic** **Traditional Marketing**

AI Focus: Simplify and improve your marketing daily efforts

5. CONTENT STRATEGY

Planning **Batching** **Optimizing** **Video & Visuals**

AI Focus: Streamline content creation that is on brand

4. SALES

Sales Channels **Merchandising** **Training** **Customer Experience**

AI Focus: Analyze sales data to increase conversions

3. TEAM

Hiring **Training** **Optimizing**

AI Focus: Steamline workflow and develop leaders

2. PRODUCTS & PROFIT

Accounting **Inventory** **Profit First**

AI Focus: Optimize Inventory Investing, Sell Through & Planning

1. FOUNDATION

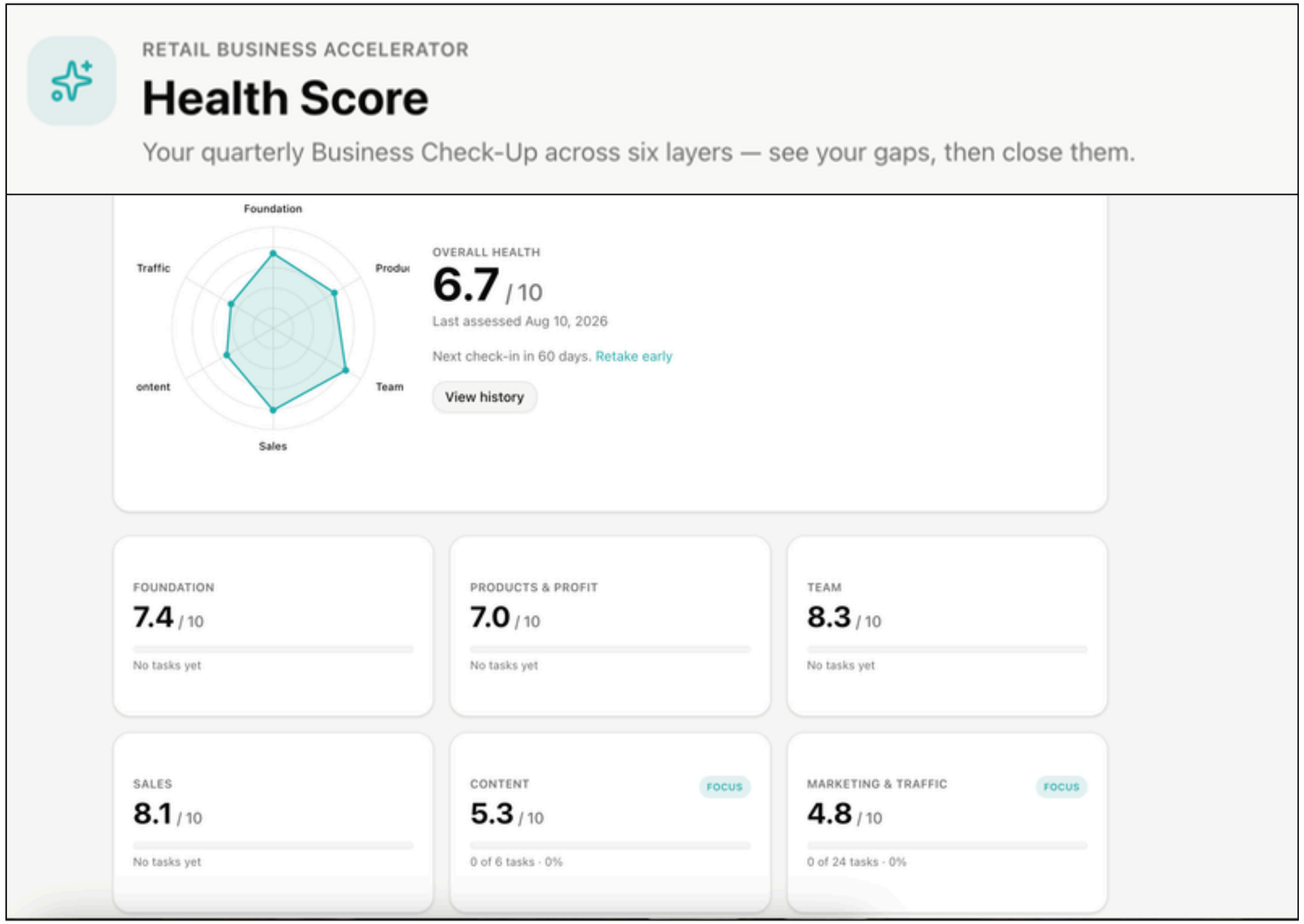
Operations **Branding** **CEO Mindset & Productivity**

AI Focus: Optimitize your brand voice and knowledge base

When you know these systems, growing and transforming your business is not at all about *"What should I try next?*

Instead, it's: "Which layer of my business is actually broken?"

WE BUILT A 6 LAYER HEALTH CHECK FOR RBA INSIDE OF BHOS



WHEN YOU HAVE A SYSTEM + KNOW WHAT IS OR ISN'T WORKING....YOU'LL..

1. ***Stop wasting time on what doesn't matter.***

2. ***Eliminate stress of trying to do it all, focus on what's important.***

3. ***Make more money when you focus on the right things.***

OF THE 6 LAYERS...

WHERE TO HYPER-FOCUS IN THE 4TH QUARTER?

EXAMPLE: CASH FLOW

SALES VS PROMOTIONS

Goal: Don’t just run a sale; know what problem each promotion or sale is supposed to solve.

- **Is Inventory aging?**
  - How long has it been in inventory?
- **Is it selling?**
  - Look at the sell-through rate.
- **How much do I have on hand?**
  - Three left is different from 73 left.
- **Can I reorder it?**
  - Don't create a demand spike on something you can't replenish unless liquidation is the goal.
- **Is the product selling season ending?**
  - Christmas merchandise on November 26 is very different from Christmas merchandise on December 26.
- **What happens if I DON'T discount it?**

REMEMBER: EVERY YES IN Q4 COSTS YOU SOMETHING

Events - **costs you time**

25% off - **costs you margin**

Product launch - **costs you inventory dollars**

Markeing campaign - **costs attention**

WHAT ARE YOU TRYING TO ACCOMPLISH?

4 JOBS OF SALES OR PROMOTION:

1. DRIVE TRAFFIC

   I need more people through the door or on the website.
2. INCREASE THE BASKET (Units per transaction- UPT)

   I have customers, but I need them buying more.
3. MOVE INVENTORY

   I have merchandise that needs to turn back into cash.
4. PROTECT PROFIT

   Demand is already strong. I don't need to discount everything just because everyone else is.

A SALE changes the price

- 20% off sweaters
- Buy one, get one 50% off
- $10 off $50
- Clearance

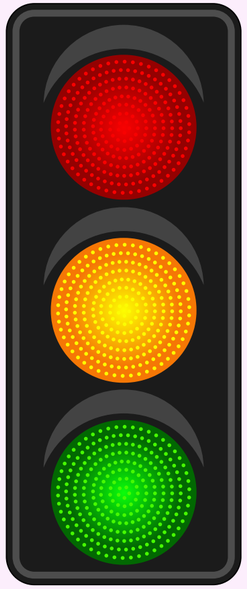
A PROMOTION gives the customer a reason to act.

- Gift with purchase.
- VIP shopping night.
- Limited edition bundle.
- Holiday gift bar.
- Free gift wrapping weekend.
- Double loyalty points.
- Early access.
- Styling event.
- Doorbuster on ONE strategic product.

A promotion doesn't have to include a discount

NEVER DISCOUNT SOMETHING THAT DOESN'T NEED HELP SELLING!

THE BHOS RED - YELLOW - GREEN TEST



Move it - aging - overbought - season is closing - poor sell-through - cash trapped.

Promote It - needs attention but doesn't necessarily need a markdown. Try-on session, bundling, styling, live selling, stories, staff contests

Protect it - NEW: Selling well, good inventory position, and high demand! These are your Diamonds - use them to drive excitement and margin

EXCEPTION TO THE RULE:

Door Busters - Products you brought in specifically to mark them down - possibly take a loss to drive excitement

INSTEAD OF: 20% OFF THE ENTIRE STORE

Ideas:

- ☑ **Spend & Get**
  Spend $100, receive a $15 reward to use in January.
- ☑ **Gift With Purchase**
  Spend $125, receive a free item
- ☑ **Bundles**
  Sweater + scarf + earrings at a compelling bundle price.
- ☑ **Strategic Doorbuster**
  Discount one item = drive traffic while protecting margin elsewhere.
- ☑ **Buy More, Save More**
  $100 = 10% off
  $200 = 15% off
  $300 = 20% off
- ☑ **VIP/Early Access**
  (The incentive is access rather than price.)
- ☑ **Gift Bar**
  "Great gifts under $25 / $50 / $75."
- ☑ **Free Service**
  Free gift wrap, personalization, local delivery, styling

$60 RETAIL EXAMPLE - $20 COST (INVESTMENT)

At 25% off, the customer saves $15, but what did it cost you?
You went from making $40 to making $25
Thats a 37.5% reduction in GP$ to give customer 25% off

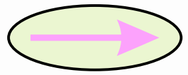
Discount	Selling Price	Cost	Gross Profit $	Gross Margin
Full Price	$60	$20	**$40**	66.70%
10% Off	$54	$20	**$34**	63.00%
20% Off	$48	$20	**$28**	58.30%
25% Off	$45	$20	**$25**	55.60%
30% Off	$42	$20	**$22**	52.40%
40% Off	$36	$20	**$16**	44.40%
50% Off	$30	$20	**$10**	33.30%

at 50% off You went from making $40 to $10.
You gave the customer a 50% discount, but you reduced your GP$ by 75%.

Was that discount necessary?
Was it worth it?
How do you know?

Test it! Red - Yellow - Green

We don’t discount because it’s Black Friday; you discount because your numbers tell you there’s a reason to.



Enter BHOS

ASK BHOS: “IF I WANT TO RUN A SALE TO GENERATE SOME CASH IN MY STORE, WHICH INVENTORY SHOULD I FOCUS ON FIRST?”

BHOS TELLS YOU WHAT TO DO BASED OFF YOUR INVENTORY/CASH/AND MARKET POSITION

ASK BHOS:
“If I want to run a sale to generate some cash in my store what inventory should I focus on first?”

If I want to run a sale to generate some cash in...

Where to Start: Your Slow Movers

The top 10 highest-value items that are stuck are:

Fitted Turtleneck — 111 units, $5,577 retail, 229 days since last sale

Little Midi Dress — 71 units, $5,325 retail, 222 days

Velvet Evening Gown #19 — 12 units, $2,220 retail, 221 days

Little Black Dress #5 — 12 units, $1,500 retail, 222 days

Little Black Dress #10 — 11 units, $1,375 retail, 188 days

Little Black Dress #13 — 11 units, $1,375 retail, 221 days

Little Black Dress #16 — 11 units, $1,375 retail, 221 days

Velvet Evening Gown #28 — 7 units, $1,295 retail, 226 days

These 10 alone represent nearly $46,000 in dead weight. Pull your full Slow Movers & Dead Stock report — it's got all 65 slow movers ranked by value so you can see the full picture.

The Markdown Strategy

Don't nibble at these with 10–15% discounts. Take the bigger markdown upfront:

30–60 days slow: 20–25% off

90–180 days slow: 30–40% off

180+ days (your 60-product bucket): 40–60% off

The older it is, the deeper you go. Freed cash reinvested in something that's actually turning (like your **Custom Mama Crew Sweatshirt**, which moved 144 units last month at 50% margin) works harder than a dress gathering dust.

BHOS TELLS YOU WHAT TO DO BASED OFF YOUR INVENTORY/CASH/AND MARKET POSITION

One Flag: Your Underwater SKUs

You've got at least 12 SKUs priced below cost right now — the **Ruched V-Neck Empire Waist Midi Dress** being the clearest example at $28.33 retail against a $25 cost. These aren't just slow; they're bleeding money on every sale. For these, the goal isn't a pretty markdown — it's getting your cash back. Price them to move, even at cost.

Your Timing Play: Pink Friday

You've got 70 days until Pink Friday (Fri, November 20) — that's your built-in promotional moment. Register free at **theboutiquehub.com/pink-friday** and the Hub donates $1 per store to Heart on Main Street. A Pink Friday clearance event on your 180+ day inventory converts dead stock into Black Friday buying power. That's the cash-generation play.

BHOS TELLS YOU WHAT TO DO BASED OFF YOUR INVENTORY/CASH/AND MARKET POSITION

What NOT to Discount

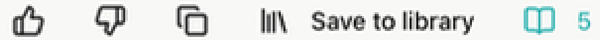
Your top sellers don't need a markdown — they need visibility. Keep these at full price and promote them alongside your clearance:

- **Custom Mama Crew Sweatshirt** — 144 units sold, $3,672 gross profit
- **The Favorite Graphic Sweatshirt** — 122 units sold, $2,989 gross profit
- **IYT Knit Dress, Pink** — 76 units sold, $4,405 gross profit
- **Wide Leg Palazzo Pants #13** — 79 units sold, $3,002 gross profit

Sell the diamonds while you clear the dirt.

Next step: Pull that Slow Movers report and sort by days since last sale. Your Fitted Turtleneck and Little Midi Dress are your biggest cash opportunities — start there, and you'll unlock working capital fast.

If this helped — or if you want to dig into a specific category or approach — tap the 👍 or 👎 below. We're building this for you and your feedback genuinely shapes what comes next.



Turn into tasks

DO YOU WANT TO MAKE MORE MONEY THIS HOLIDAY SEASON?

Download this Playbook today.

A GIFT TO YOU - YOUR GUIDE TO GETTING HYPER-FOCUSED ON YOUR BUSINESS FINANCIAL GOALS TODAY!

DOWNLOAD YOUR FREE HOLIDAY PLAYBOOK HERE

MEMBER STORY

They started acting like CEO's with a system and a plan.

MARY HILL



“RBA didn’t just give me more things to do. It taught me how to make better decisions. That’s the difference between simply operating a retail store and learning to lead one as a CEO.”

H2G Boutique (Benton, LA)

KNOW YOUR CUSTOMER

“Would Maggie wear that?”

- Knowing exactly who Mary serves gives her clarity in buying, marketing and content.

KNOW YOUR NUMBERS

“Sometimes the numbers tell a different story than the one I’ve made up in my head.”

- Weekly scorecards help Mary make decisions based on facts, not feelings.

STAY IN YOUR LANE

“I know Maggie. I know my numbers. I know what we’re trying to accomplish.”

- Mary can feel confident in her business decisions and execution.

TRUDY WILLIS



“RBA has positioned us to save money and know where to spend our time and resources.”

Trudy’s Trendy Boutique (Quincy, IL)

Trudy’s Trendy Boutique was born from a pivot of passion - once educators who said “I’m ready to do something different.” Trudy and her sister Chrissy opened Trudy’s Trendy Boutique. 3.5 years into this journey, we are living our best life and watching God bless us daily. It has now grown into a full family business.

We are working on the CEO mindset through the coaching in Retail Business Accelerator. Chrissy and I have delegated different roles to our team, handling over control of the things we can. We have started using Unishippers which is part of The Boutique Hub partnerships program that **saves of $1000/month** on shipping. **BHOS is also playing a big role in helping execute daily tasks**, helping understand where our money is and what we need to clearance. **We are also in BHB and utilizing CommentSold Hub membership discount.** They also are very involved in their community - host special give back events and experiences for their customers.

BELIEF 3:

YOU DON'T NEED MORE TOOLS. YOU NEED AN OPERATING SYSTEM THAT SAVES TIME + HELPS MAKE BETTER DECISIONS.

FOCUS ON THE RIGHT THINGS DAILY

FALSE BELIEF:

"I already have technology."

- Shopify
- Claude
- Klaviyo
- Canva
- ChatGPT
- Google Analytics
- Meta
- Spreadsheets
- Project management software

*And somehow... **I'm more overwhelmed than ever.***

Technology gave us more information. But what do you do with it?

NEW BELIEF:

The future isn't about more tools. It's about having one operating system that helps you know what matters and execute it.

WHAT IS AN OPERATING SYSTEM?

An operating system takes everything happening in your business and helps you answer one question:

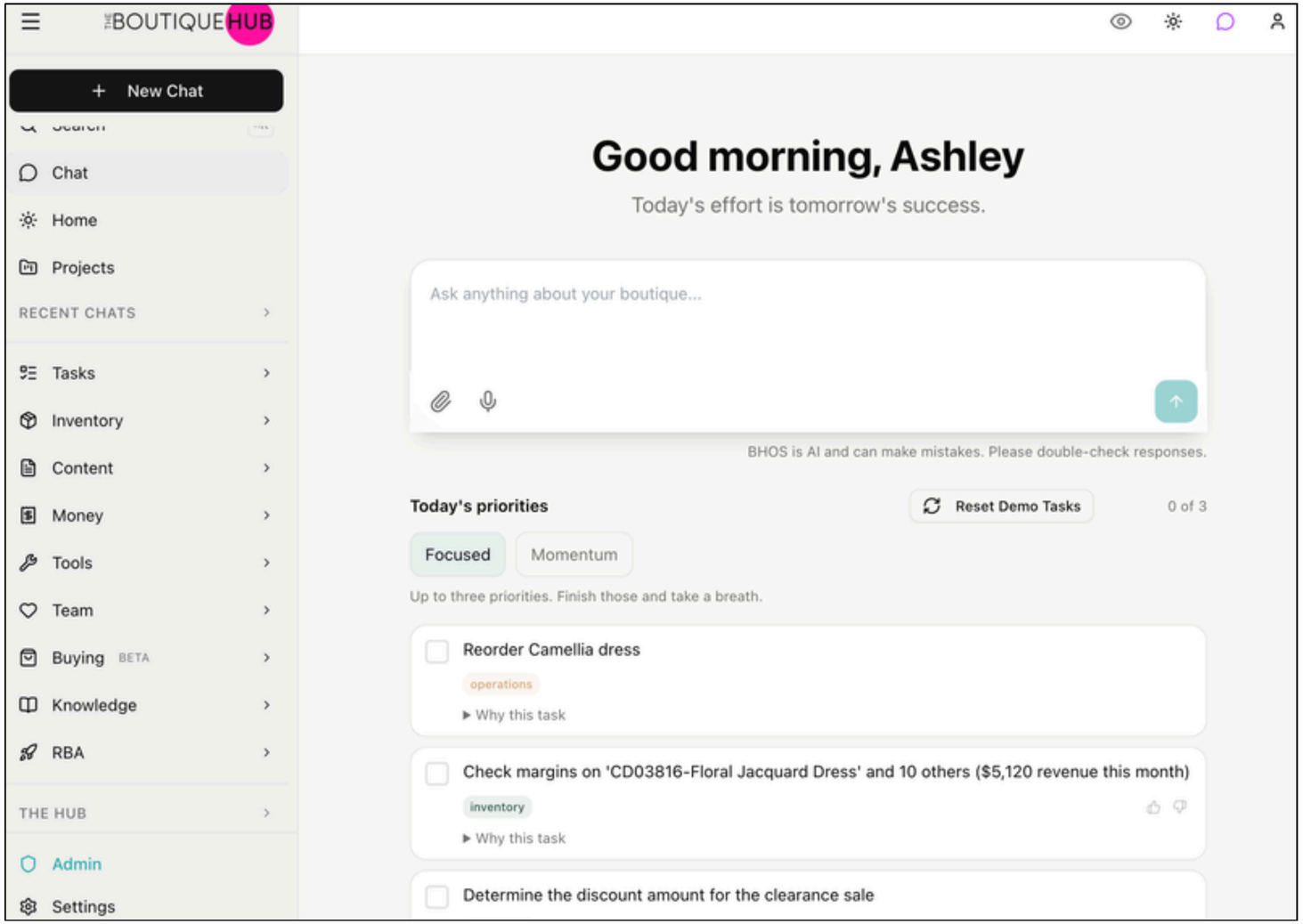
WHAT SHOULD I DO TODAY?

Not 400 things. The right things.

✔ One system that ties it all together
✔ Analyzes your real-time data across all tech systems
✔ Gives you up-to-date suggestions, opportunities, and focus
✔ Based on a strategic 6 layer framework proven by retailers

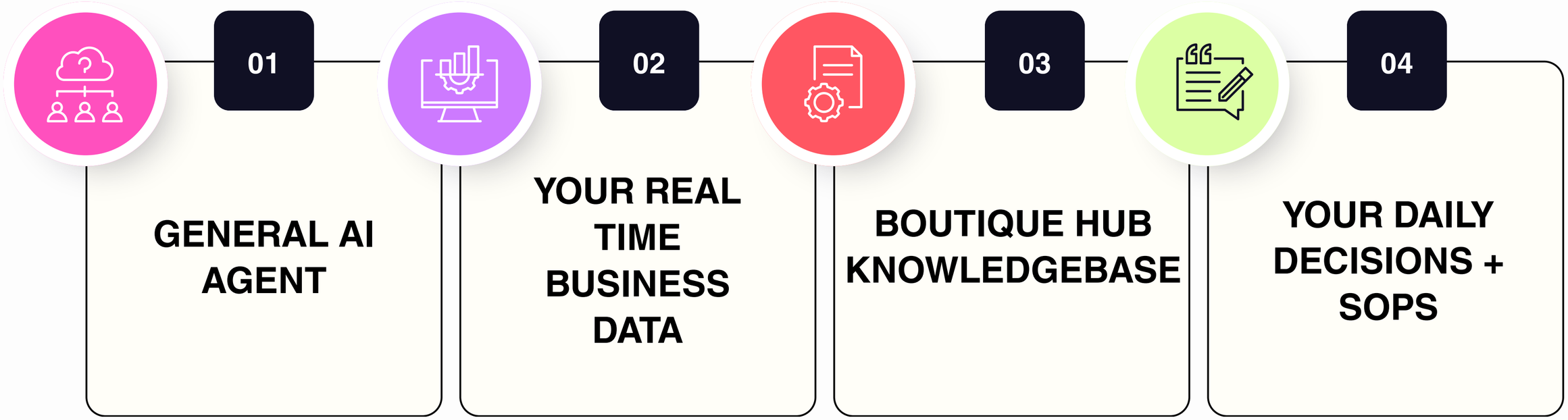
MEET BHOS

Boutique Hub Operating System



BHOS KNOWLEDGEBASE

4 Knowledgebases no other AI tool has



BHOS AGENTS

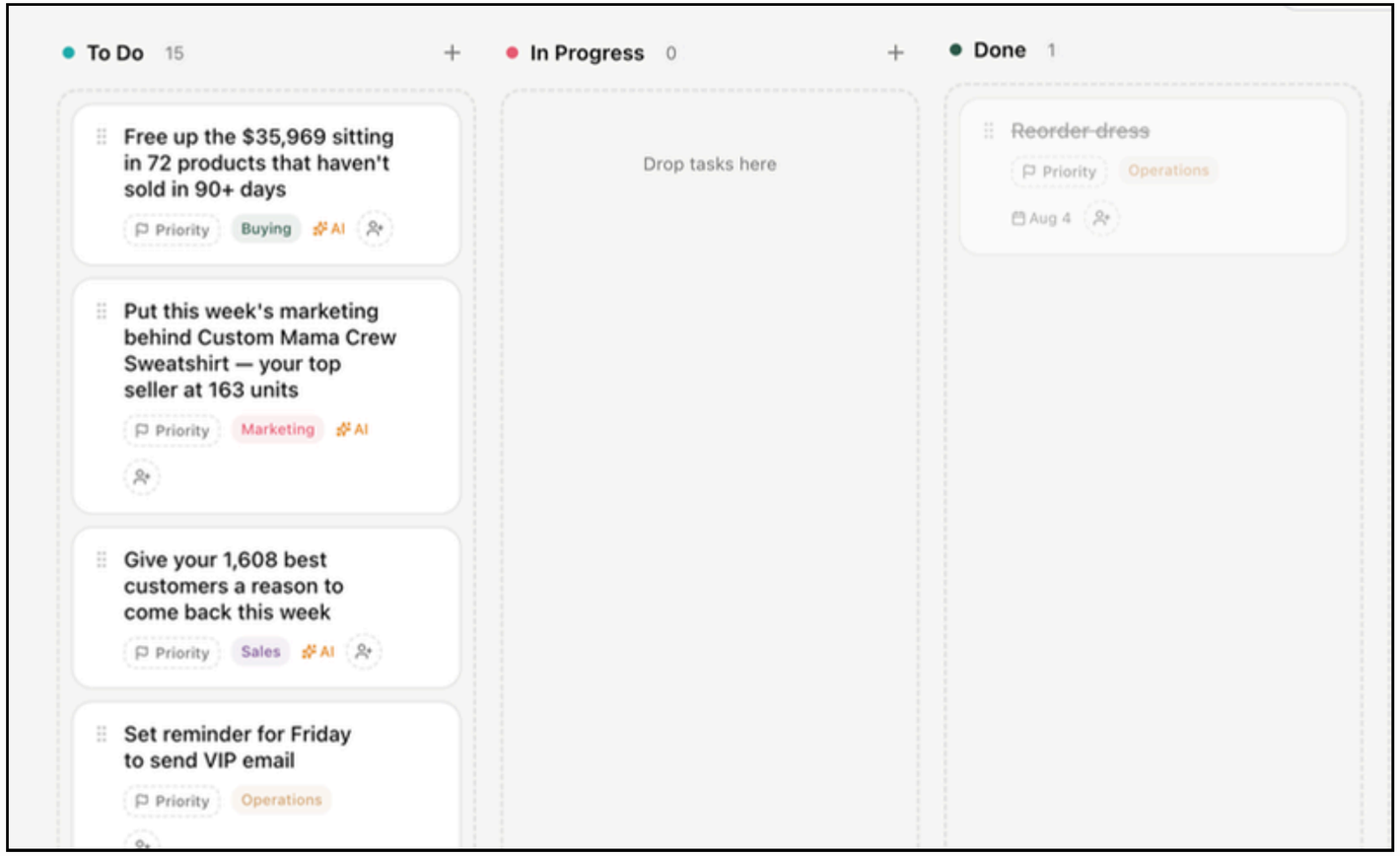
5 agents with trained support on the six-layer system for retailers

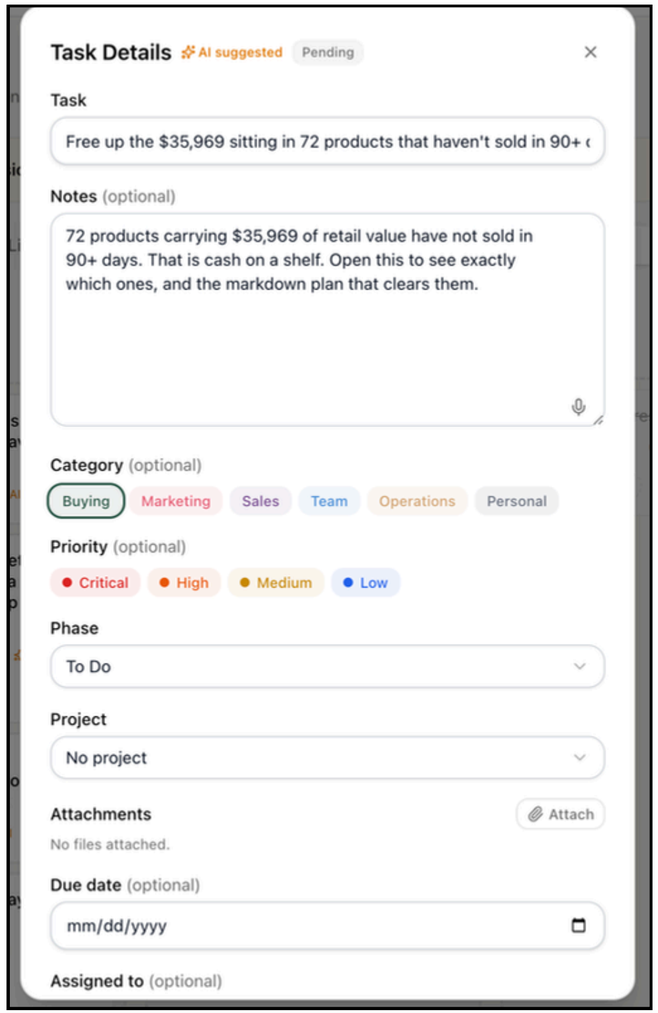
For daily chats, CEO morning suggestions, back end analysis



BHOS PLANNER

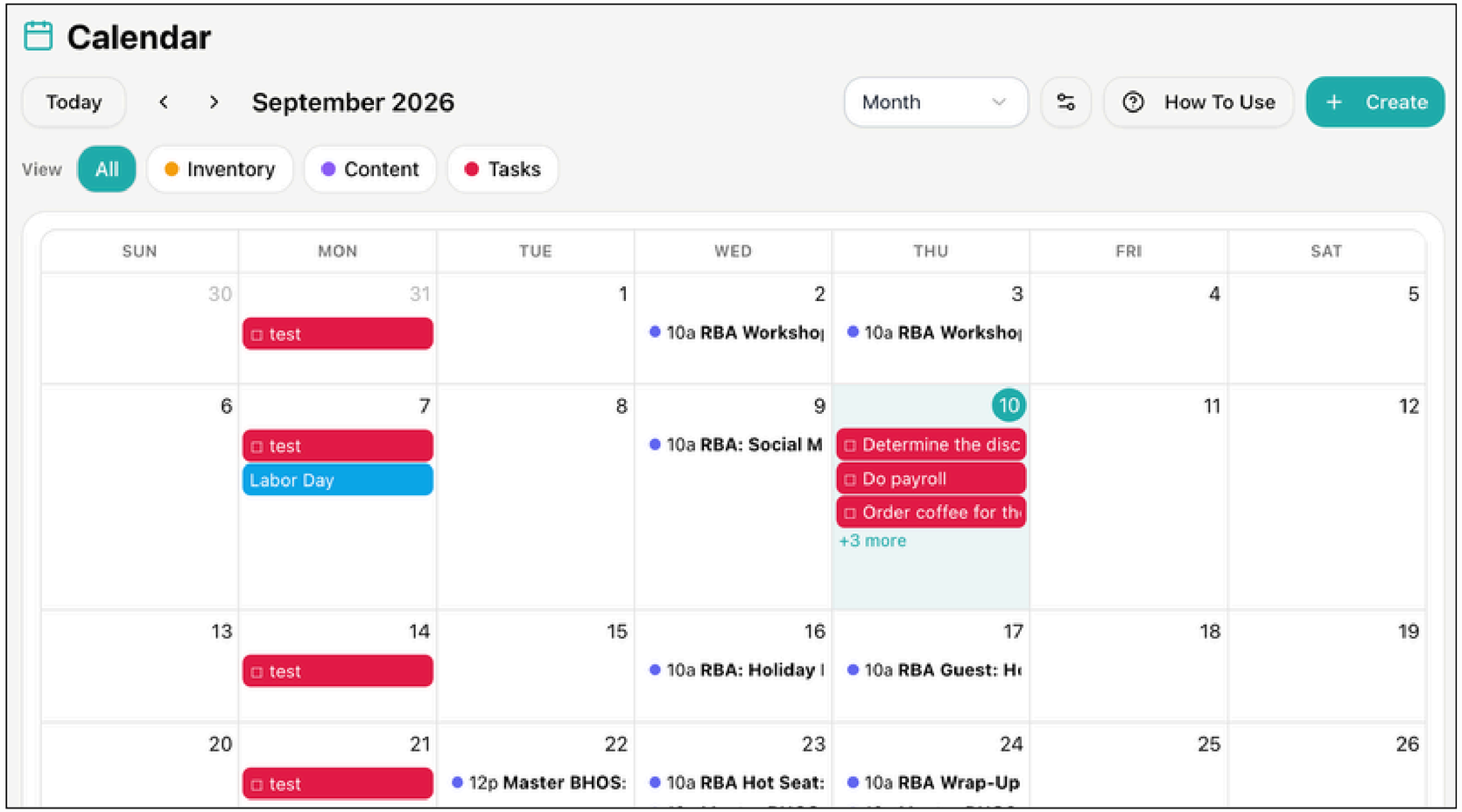
daily task planner

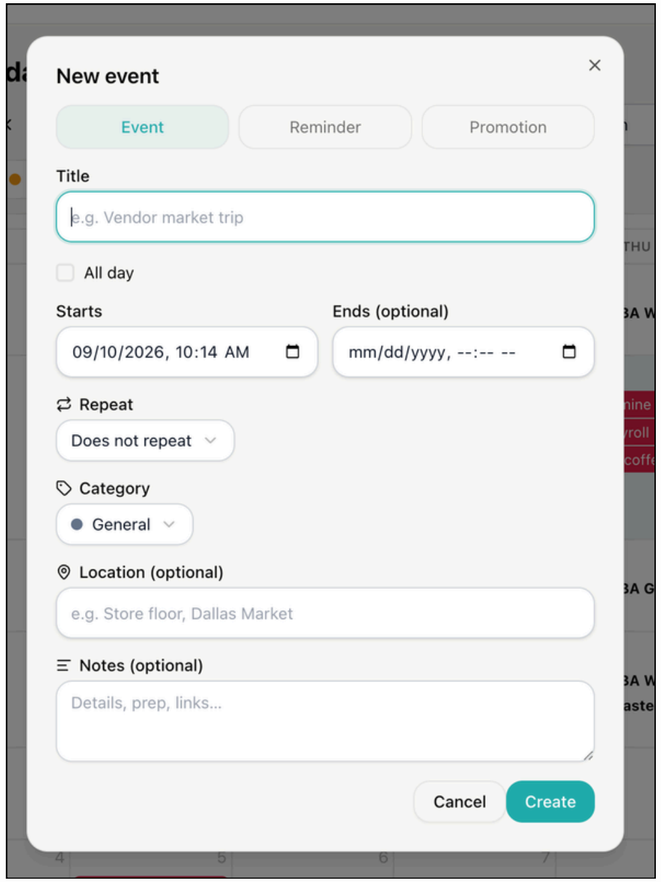




BHOS PLANNER

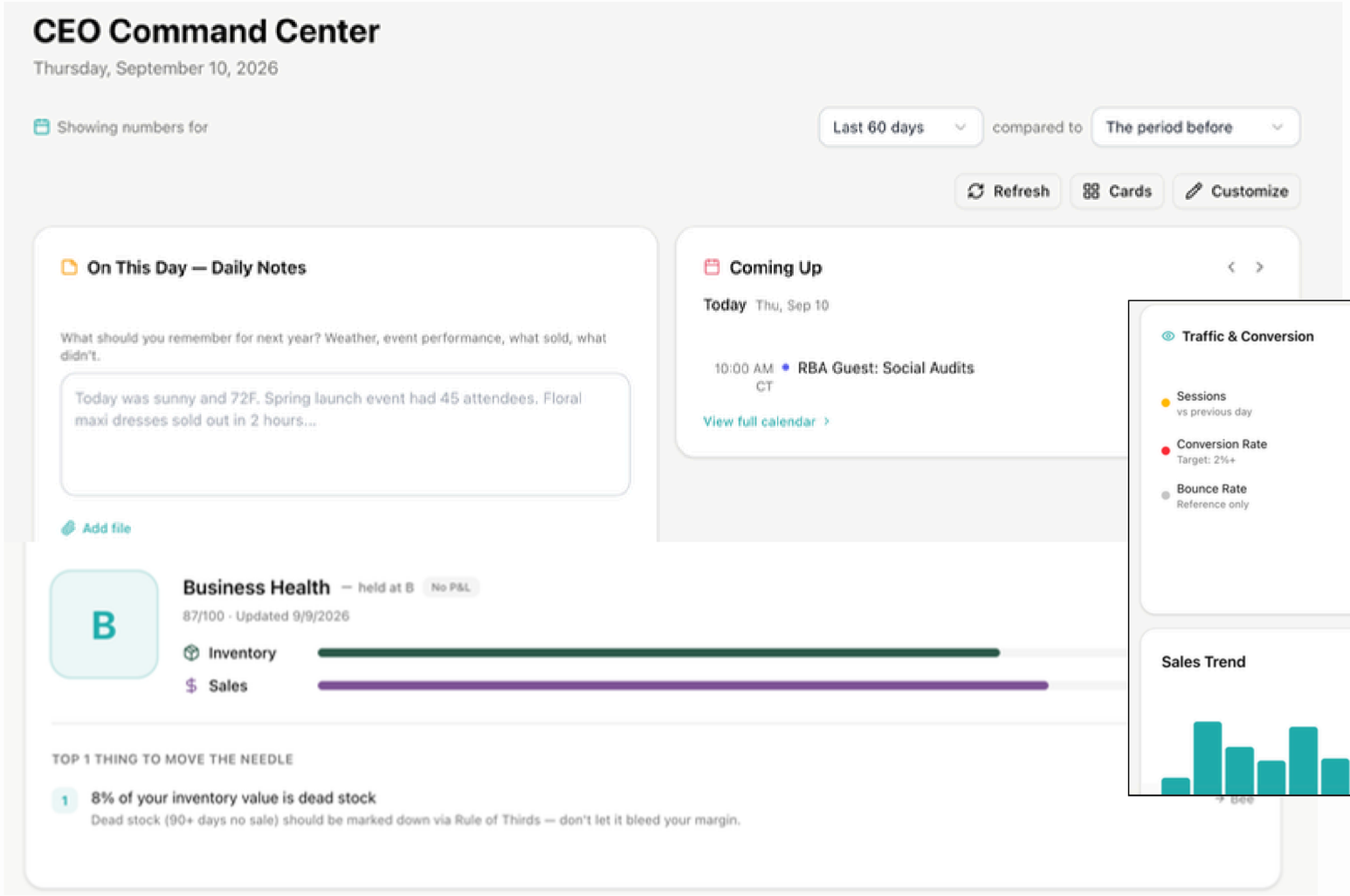
daily content + business planner

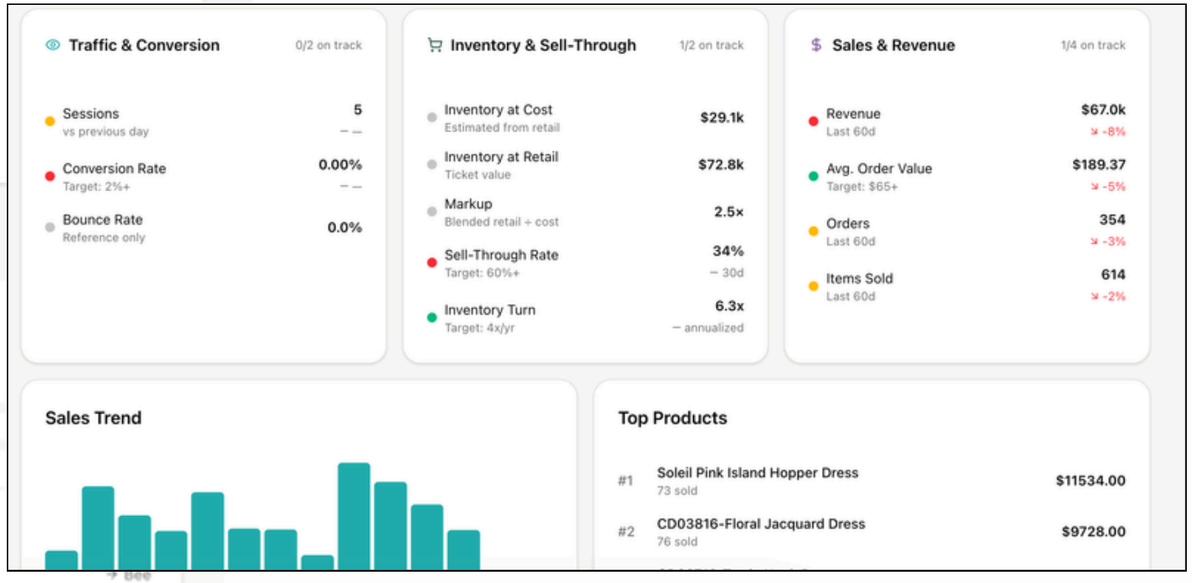




BHOS COMMAND CENTER

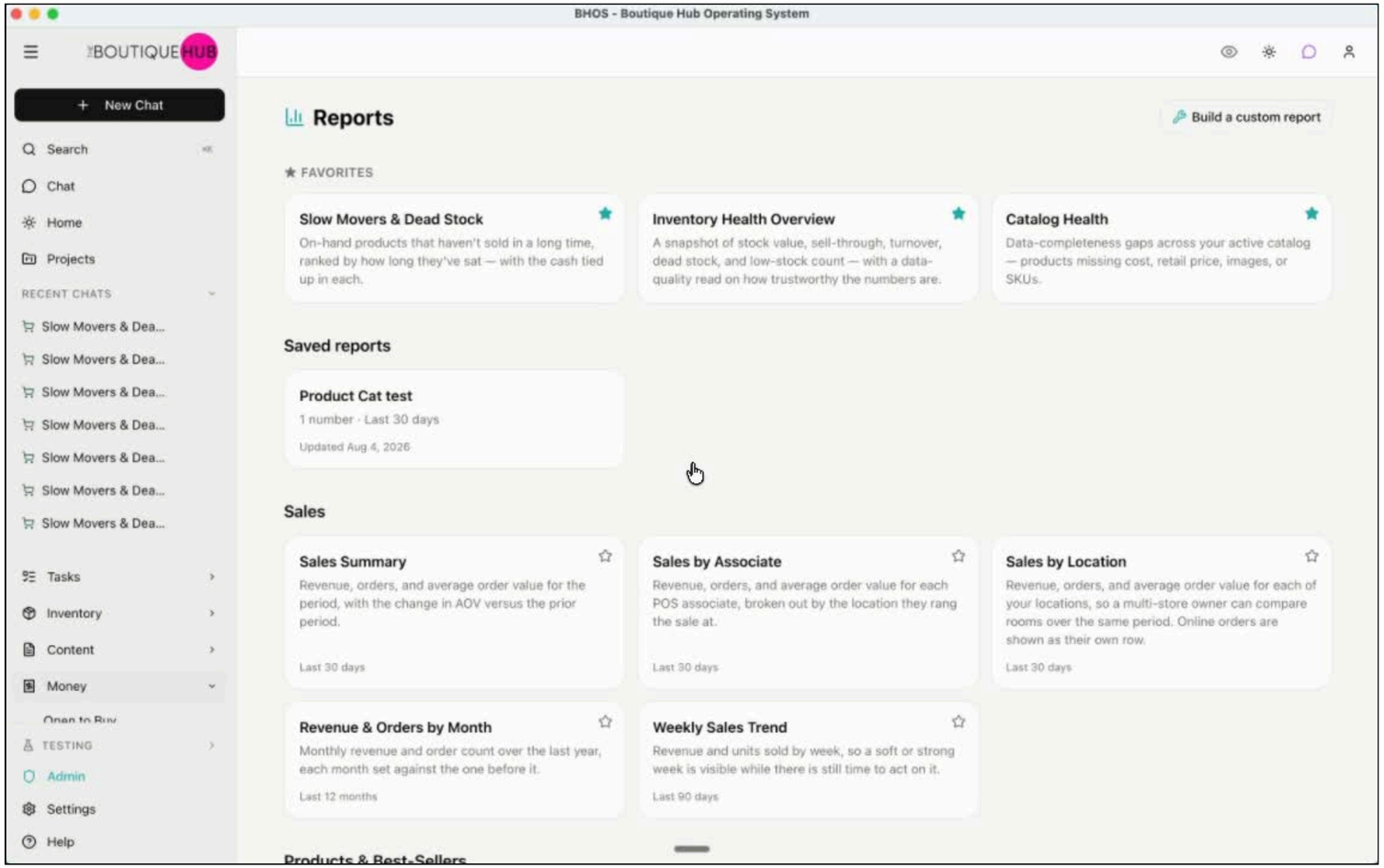
CEO Command Center + Goals + Business Health Score





BHOS REPORTS

daily numbers + reports



MORE IN BHOS DAILY

- ☑ Store-Specific AI Agents
- ☑ POS Integrations w/ Real-Time-Data
- ☑ Inventory Reports (Easy To Read)
- ☑ Daily Planner + Reminders
- ☑ Task Management System
- ☑ Content Creation Tools
- ☑ Company Knowledge Base
- ☑ SOP Creation Center
- ☑ Team Training Center
- ☑ Website Audits
- ☑ Goal Tracking
- ☑ Business Health Score
- ☑ RBA Specific Tools
- ☑ BHB Specific Tools

+ more coming soon

The future of retail is changing – and it is going to be impossible to keep up with.

If we can simplify the decision making process, streamline what needs to get done and iterate based on your results....

You can become the CEO your business needs.



56,000 EMPLOYEES - 8 C SUITE EXECS



415,000 EMPLOYEES - 10 EXECS



377,000 EMPLOYEES - 9 C SUITE EXECS



79,000 EMPLOYEES - 12 C SUITE EXECS

These big guys have a TEAM and COACHES behind them.





BIGGER isn’t better.

BETTER is BETTER.

I hope your 4th quarter goals bring you PROFIT + PEACE

So how do you win in the 4th quarter?

Would it be ok if we showed you?

YOU + PROVEN FRAMEWORK+
OPERATING SYSTEM

YOU CAN:

You can take what we taught today and piece together to-do's into an operating system

OR

We can help you install it. ***That's Retail Business Accelerator.***

And then... We can help you run it every day. ***That's BHOS.***

RETAIL BUSINESS ACCELERATOR

BHOS

RBA TEACHES YOU:

What a great retail business looks like.

RETAIL BUSINESS ACCELERATOR

BHOS HELPS YOU ANSWER:

What should I do today to build it?

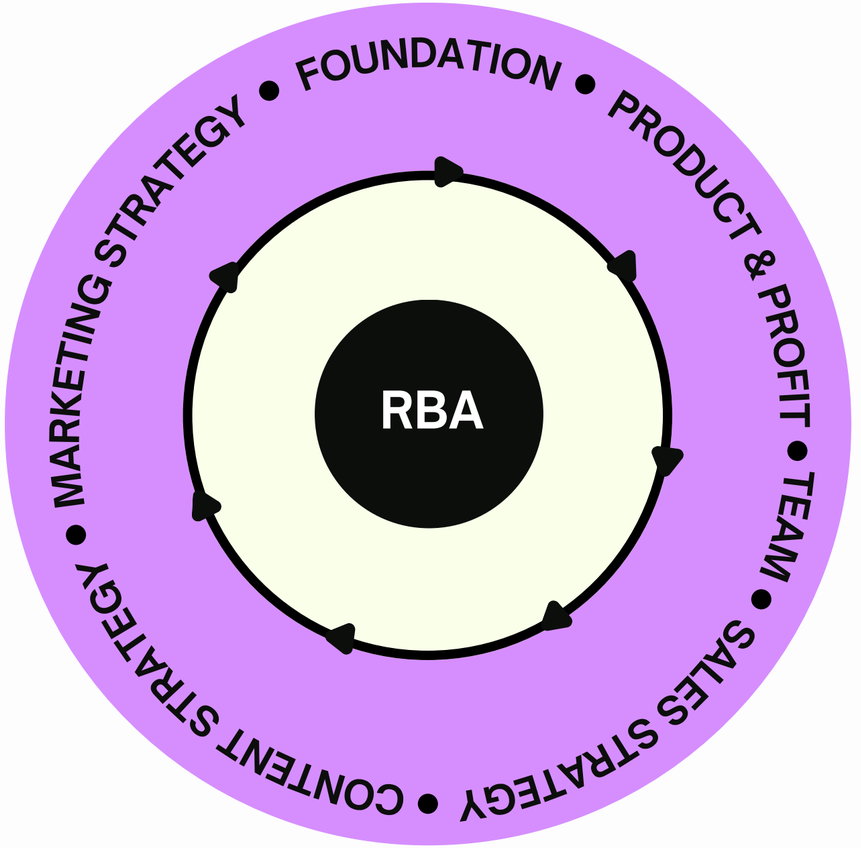
BHOS

RETAIL BUSINESS ACCELERATOR

powered with: BHOS

RETAIL
BUSINESS
ACCELERATOR

- **Year round weekly small group coaching**
- **Six proven layers of retail system**
- **Seasonal workshops + breakouts**
- **Weekly guest experts**
- **Strategy on the latest in operations, team, inventory, profitability, sales, ecom, merchandising, marketing and AI**



Plus Boutique Hub membership
And BHOS working beside you every day....

THE SIX LAYERS OF A RETAIL BUSINESS

RETAIL BUSINESS ACCELERATOR

6. TRAFFIC & MARKETING

Social media **Paid Traffic** **Traditional Marketing**

AI Focus: Simplify and improve your marketing daily efforts

5. CONTENT STRATEGY

Planning **Batching** **Optimizing** **Video & Visuals**

AI Focus: Streamline content creation that is on brand

4. SALES

Sales Channels **Merchandising** **Training** **Customer Experience**

AI Focus: Analyze sales data to increase conversions

3. TEAM

Hiring **Training** **Optimizing**

AI Focus: Steamline workflow and develop leaders

2. PRODUCTS & PROFIT

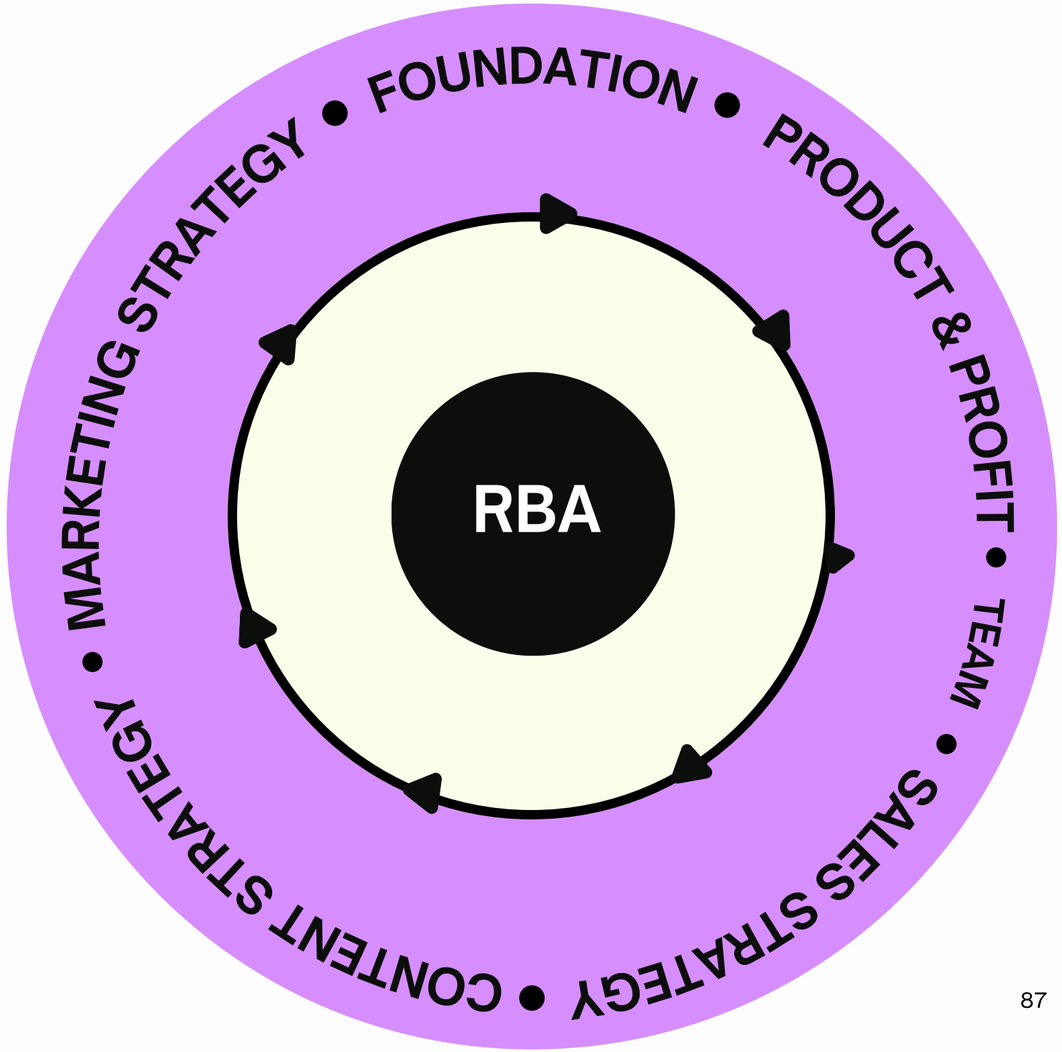
Accounting **Inventory** **Profit First**

AI Focus: Optimize Inventory Investing, Sell Through & Planning

1. FOUNDATION

Operations **Branding** **CEO Mindset & Productivity**

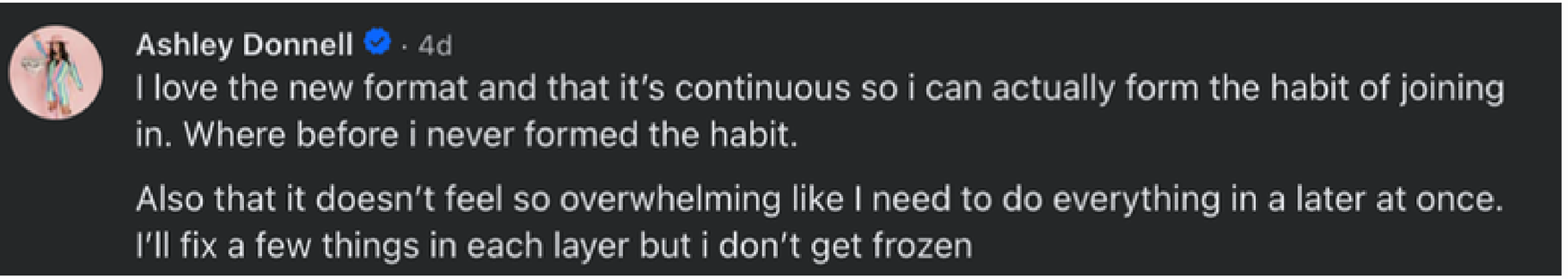
AI Focus: Optimitize your brand voice and knowledge base





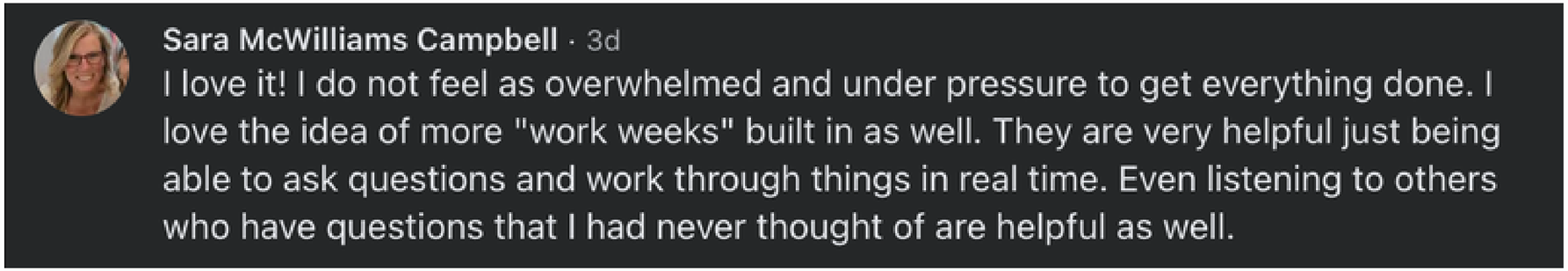
"Love it, I'm learning so much! These Facebook groups of other members are also incredibly helpful". **-Taunie Stoller**

"If I may, you need to join RBA. RUN do not WALK! Yes, a bit more than Hub basic membership per month, but SO WORTH IT! Your base Hub membership will be included in RBA."
-Beth Wadle



"I like it. The homework is making me look at my business from different angles and I am seeing holes and things we can improve on daily."

-Dawn Flowers



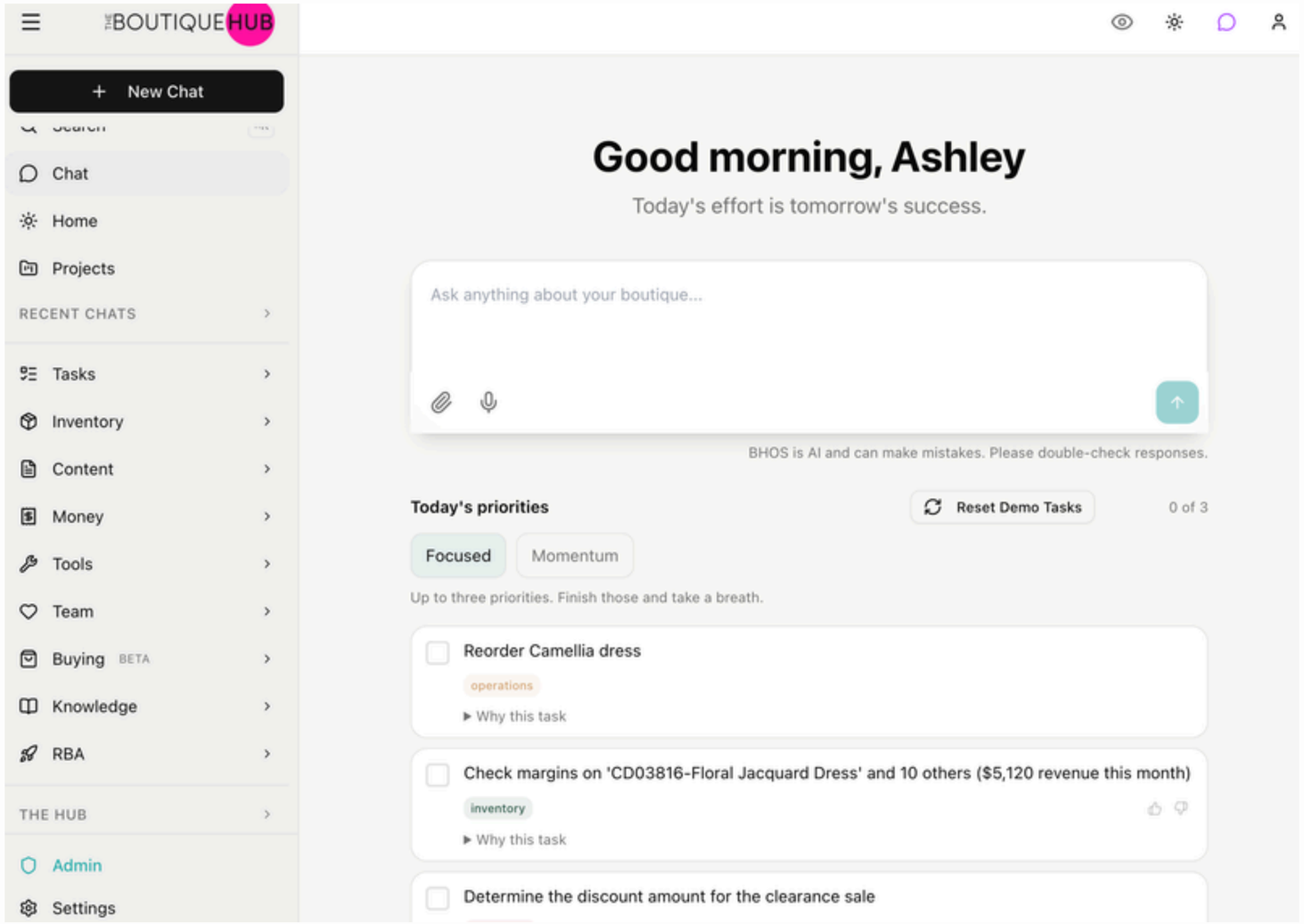
Boutique Hub Membership

powered with: BHOS

- Community + 14 Groups
- Thousands in $ Savings with brands + partners
- The Boutique Hub Training Library + Content Library
- Inventory Exchange Community
- Wholesale Connections at shows, groups + Hubventory - buy + save

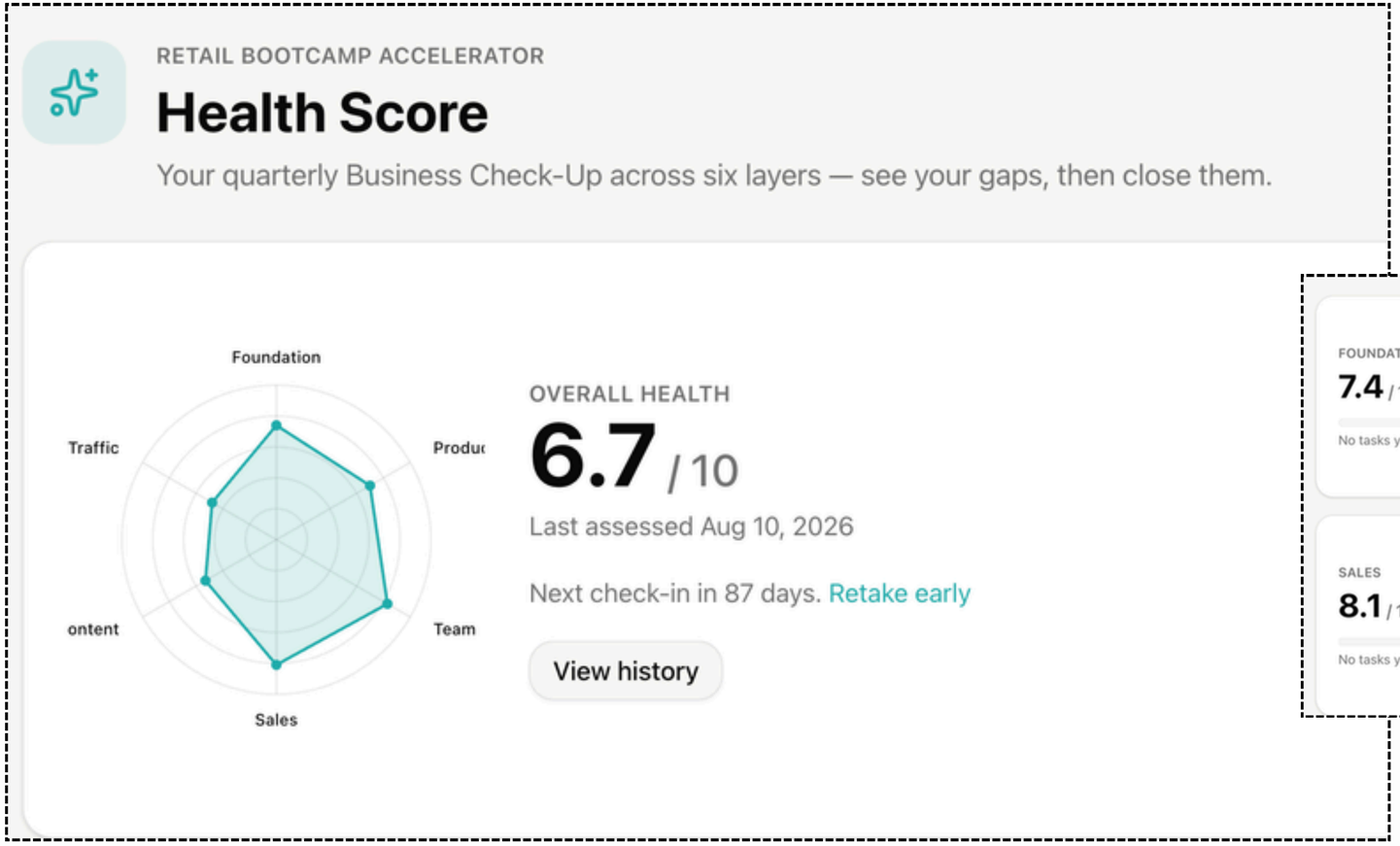
FREE with RBA

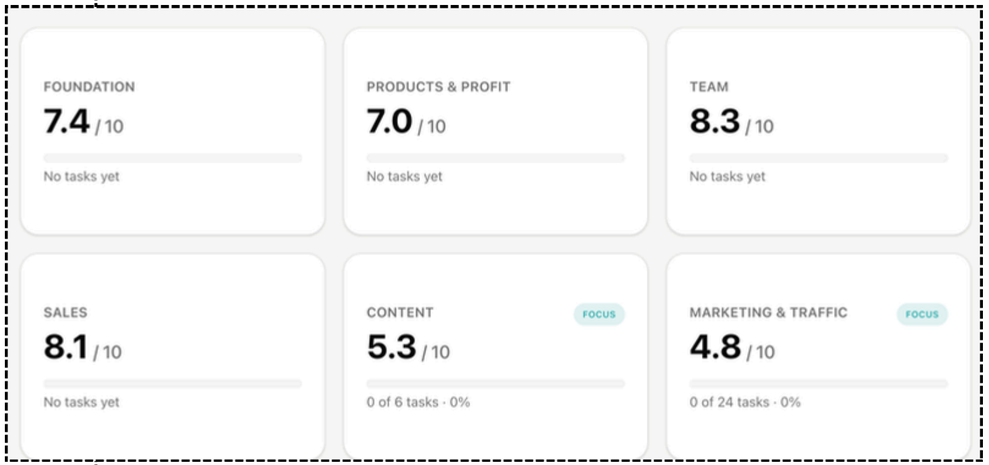
BHOS: THE OPERATING SYSTEM



RETAIL BUSINESS ACCELERATOR

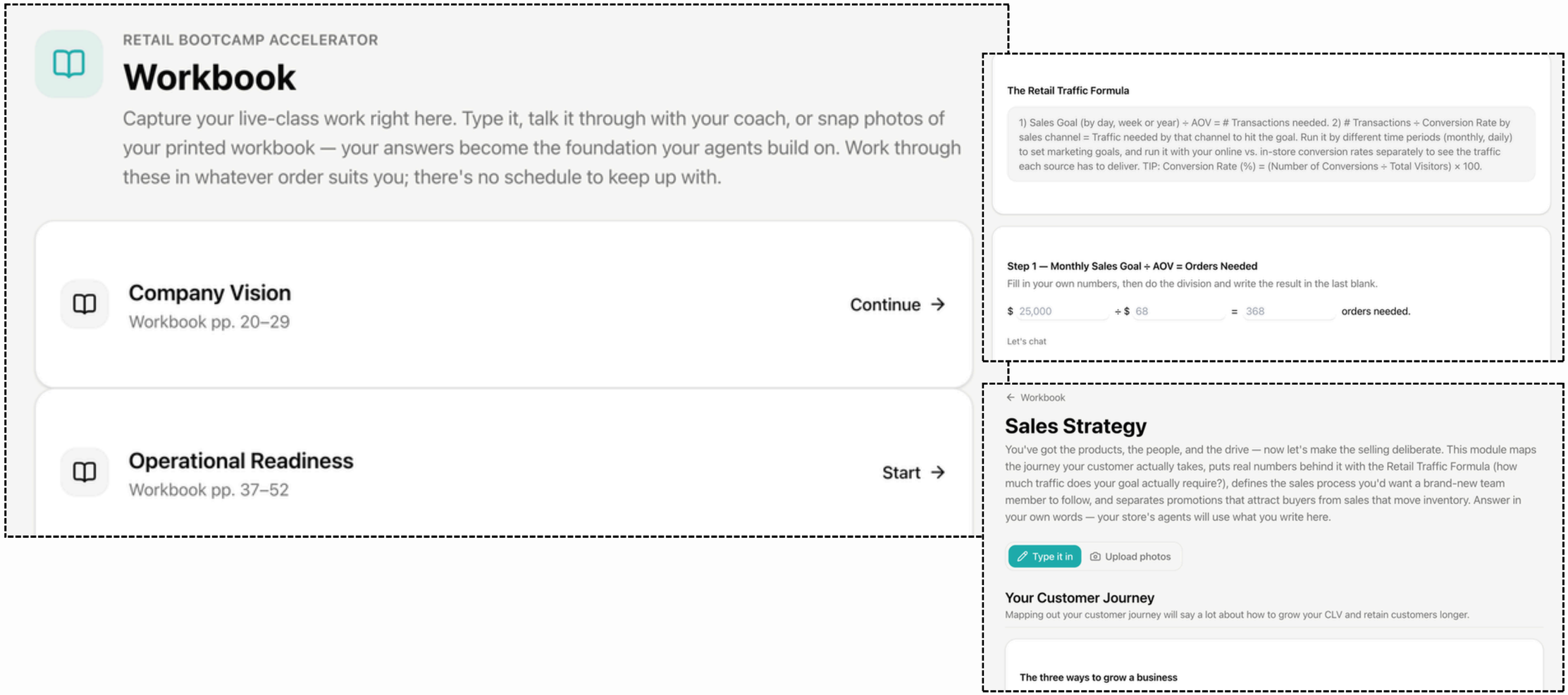
powered with: BHOS





RETAIL BUSINESS ACCELERATOR

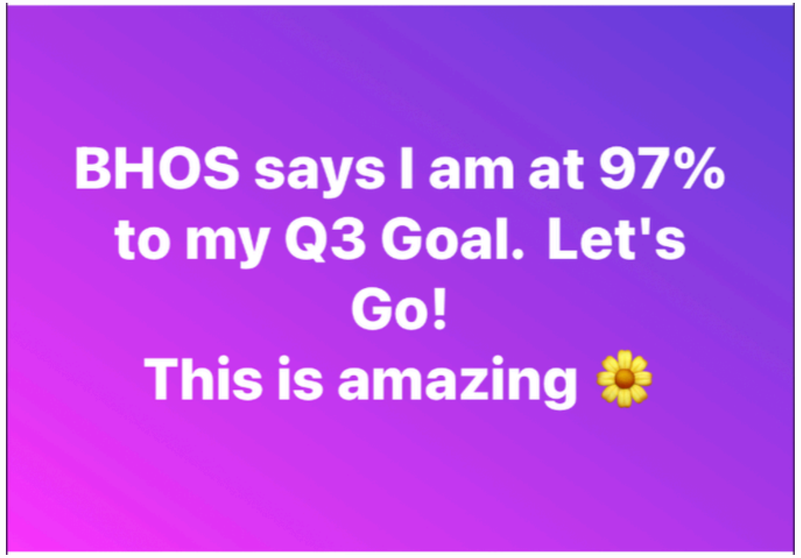
powered with: BHOS



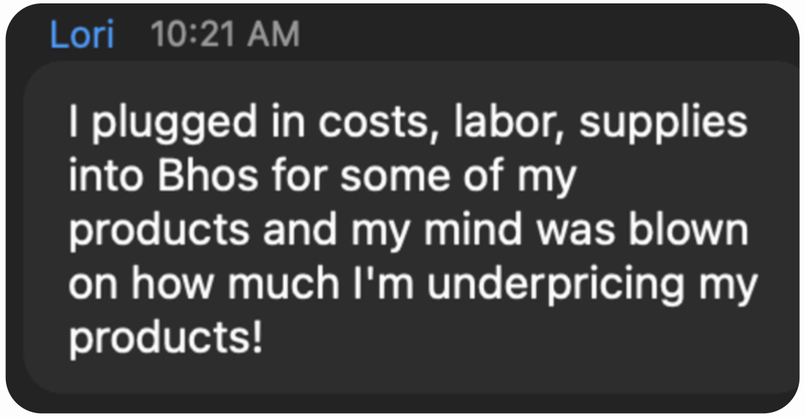
WHAT THEY SAY...

Tressa L. Miller
BHOS helped me plan my entire Christmas in July Sale. From pulling the inventory to feature, the pricing, to the marketing (email and social media posts). It's been a game changer with helping me be more organized and consistent, with me reporting back to work in a week.

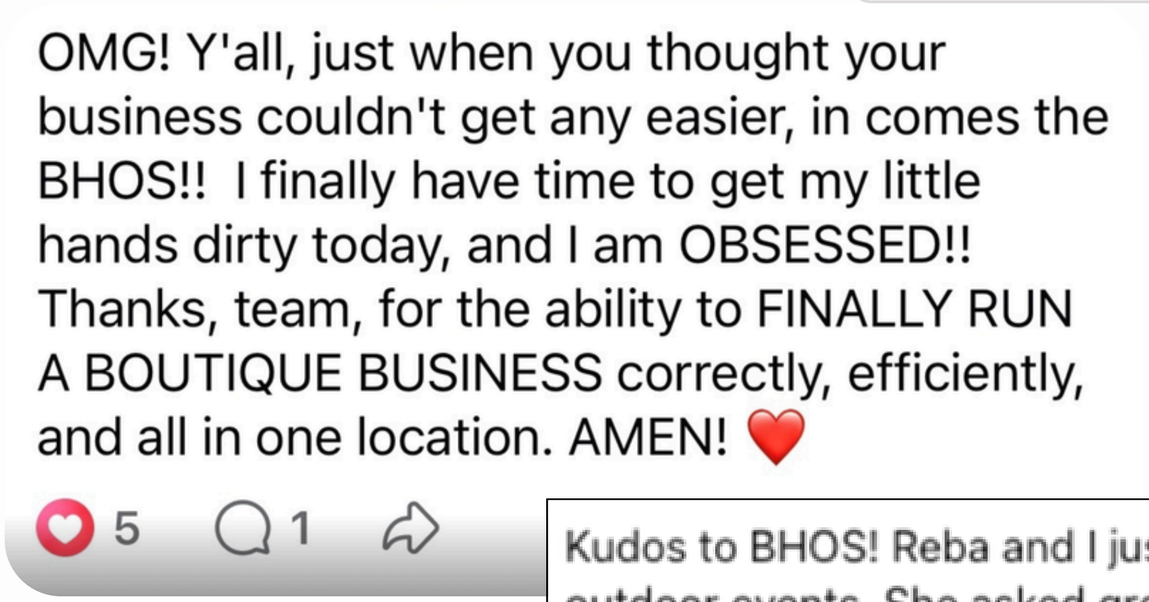
15m Like Reply

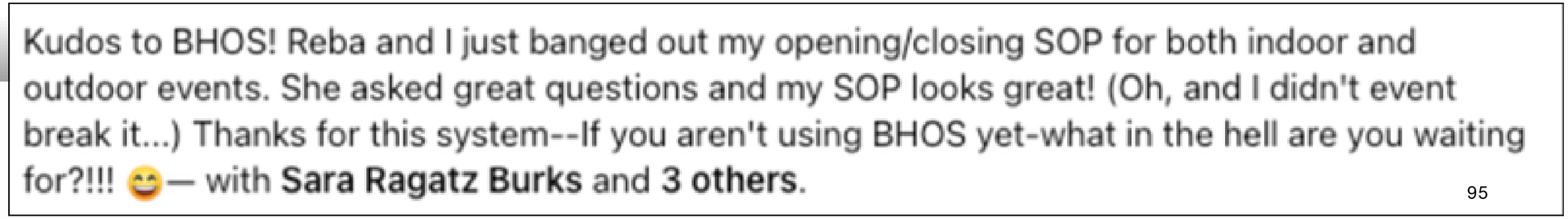


"I thought I would hate BHOS. I thought it was ChatGPT with a cute name. I was wrong. I'm obsessed. I kept the name Reba. I love her."
-***Lizz Martensen, Mauve/Curiouser Books***



"Grateful for BHOS! I just wanted to stop in and say the update to making the knowledge base more conversational than question answer was great. This is helping me answer these truthfully and without missing something I might not have thought of! Love how quick these changes are coming as we suggest them on the daily call!!"
-Megan Terriogo





PRIZE GIVEAWAY

RETAIL BUSINESS ACCELERATOR

powered with: BHOS

If you have questions-

and want to make sure this is a good fit for you...

BOOK A CALL TODAY!

HOLIDAY MARKETING MASTERCLASS:

Fast acting bonus until Friday!



RETAIL BUSINESS ACCELERATOR

powered with: BHOS

WHAT YOU GET	VALUE
6-Layer Retail Growth Framework	$1000
RBA Workbook	$500
Live Expert Coaching 2X/Week	$5200
BHOS AI Operating System	$1200
Seasonal Strategy Workshops	$1200
Guest Expert Education	$1200
Boutique Hub Membership	$600
Retailer Community	priceless

VALUE: **$10,900**

RETAIL BUSINESS ACCELERATOR

powered with: BHOS

WHAT YOU GET	VALUE
6-Layer Retail Growth Framework	$1000
RBA Workbook	$500
Live Expert Coac	$5200
BHOS AI Operating Syste	$1200
Seasonal Strategy Worksh	$1200
Guest Expert Education	$1200
Boutique Hub Membership	$600
Retailer Community	priceless

RBA MEMBERSHIP IS ONLY $199/per month

VALUE: **$10,900**

RETAIL BUSINESS ACCELERATOR

powered with: BHOS

WHAT YOU GET	VALUE
6-Layer Retail Growth Framework	$1000
RBA Workbook	$500
Live Expert Coac	$5200
BHOS AI Operati	$1200
Seasonal Strateg	$1200
Guest Expert Edu	$1200
Boutique Hub Membe	$600
Retailer Community	priceless

RBA MEMBERSHIP IS ONLY

~~$199~~/per month

$149/ per month + Holiday Marketing Masterclass

VALUE: **$10,900**

RETAIL BUSINESS ACCELERATOR

powered with: BHOS

Strategy + Support + Technology + Action

Tested and Proven by Thousands of Retailers

USE CODE -------RBA50---------- TO JOIN

I'd love to personally invite you to join us.

THE RETAIL GROWTH SYSTEM

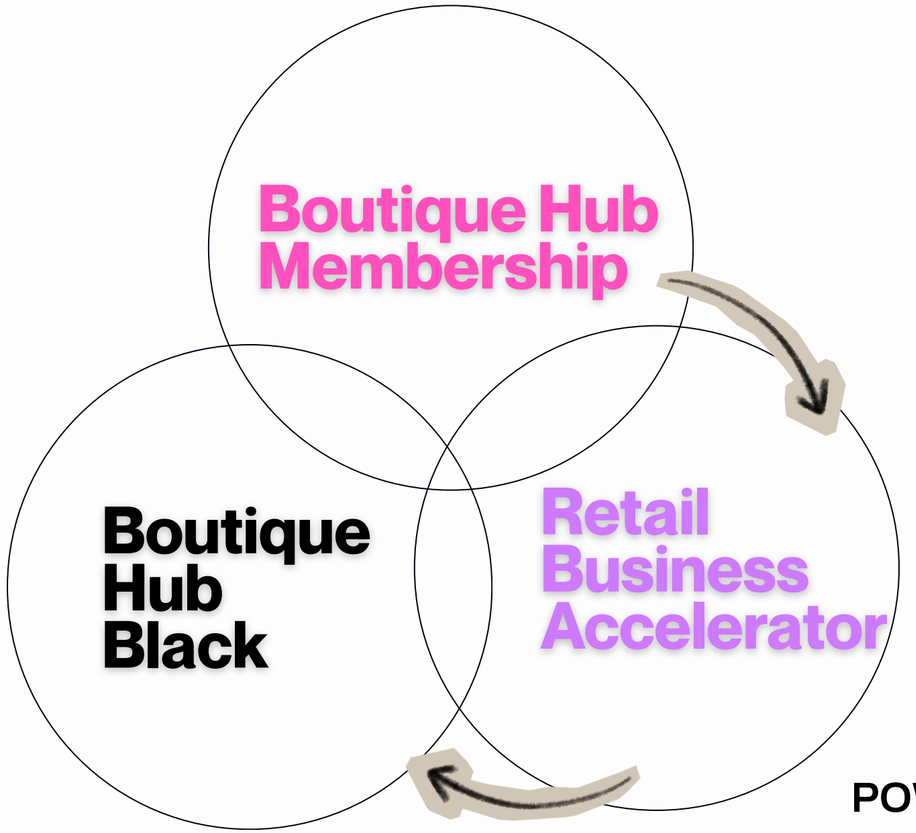
CONNECT

↓

TRANSFORMATION

↓

SCALE



POWERED WITH

BHOS

DO YOU WANT TO MAKE MORE MONEY THIS HOLIDAY SEASON?

Download this Playbook today.

A GIFT TO YOU - YOUR GUIDE TO GETTING HYPER-FOCUSED ON YOUR BUSINESS FINANCIAL GOALS TODAY!

DOWNLOAD YOUR FREE HOLIDAY PLAYBOOK HERE

Q + A TIME

Join now!



THANK YOU FOR ATTENDING!

Download the slides