



Retail  
Management  
Solutions

PRESENTS

# CLIMB

An orange silhouette of a person climbing the letter 'L' in the word 'CLIMB'. The person is positioned on the vertical stem of the 'L', with one hand reaching up and the other on the horizontal base. The word 'CLIMB' is rendered in large, white, bold, sans-serif capital letters.

CARE | LEAD | INNOVATE | MOTIVATE | BALANCE



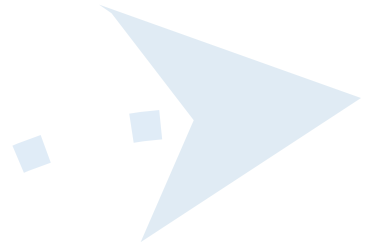
# How Challenge Becomes Your Biggest Opportunity



Unlocking the Goldmine Already  
Present in Your Pharmacy

Presented by Patti Mara

# Current Challenges



# Current Challenges

 Global acceleration of trends

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Global acceleration of trends



Your Business in NOT what you sell – it is the value you create

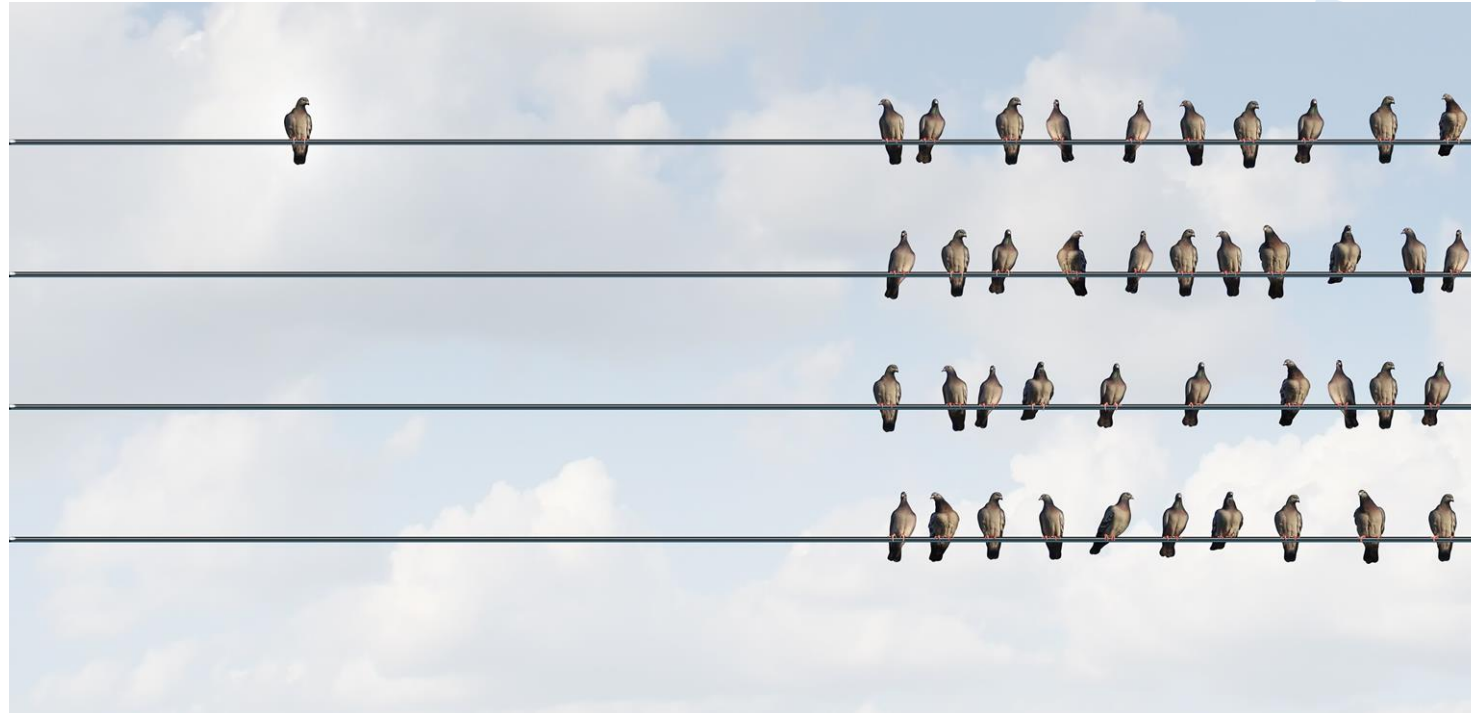
# Current Challenges

- 
- ➔ Global acceleration of trends
  - ➔ Your Business is NOT what you sell – it is the value you create
  - ➔ Your products or service is your **VEHICLE** for delivering value

# Mindset Shifts

 Opportunity in Change

# Crisis Interrupts All Patterns





# Mindset Shifts




➔ Opportunity in Change

➔ Understanding Your Patients

**Customers don't even know the questions  
to make an effective decision.**



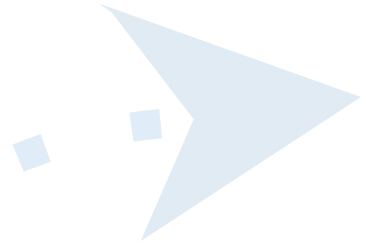
# Mindset Shifts

- 
- ➔ Opportunity in Change
  - ➔ Understanding Your Patients
  - ➔ The Wisdom & Experience in Your Business

**Patients do not know what you know – if your team understands this, they become your superstars.**



# New Business Rules



# New Business Rules

 Shift from Sales to Solutions

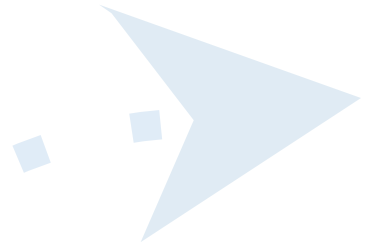
# New Business Rules



➔ Shift from Sales to Solutions

➔ Shift from Transactions to Relationships

# What's Next?





# What's Next?

 Know your patient data

# What's Next?




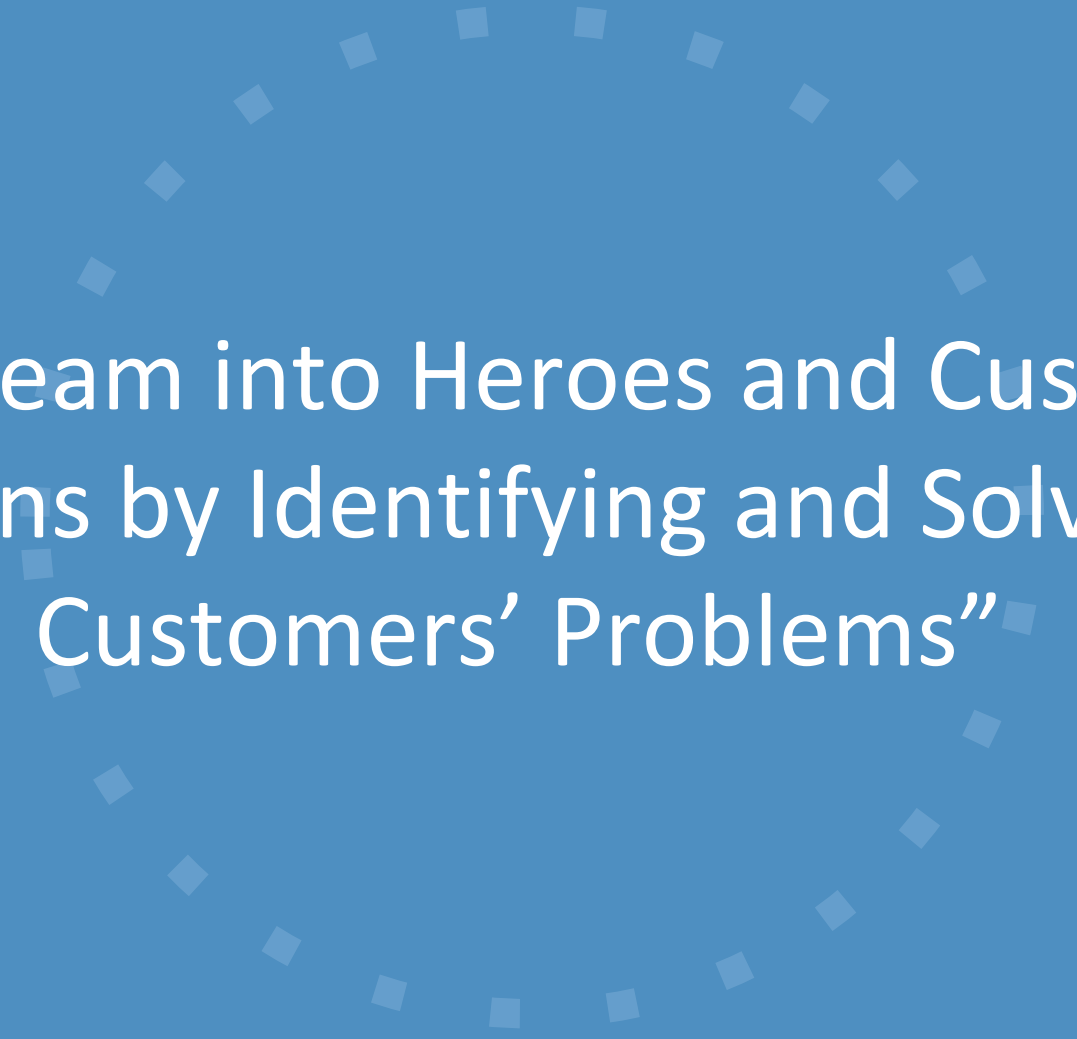
Know your patient data



Review patient data with your leadership team

# What's Next?

- 
- ➔ Know your patient data
  - ➔ Review patient data with your leadership team
  - ➔ Team meetings to brainstorm solutions



“Turn Your Team into Heroes and Customers into Raving Fans by Identifying and Solving Your Customers’ Problems”

- Patti Mara



Thank you.