



RETAILING
INSTITUTE



CITGO Retailing Institute

A Seminar Exclusively for CITGO-Branded Retailers

There are over 90,000 single store operators in the U.S. convenience segment. You are not the only one facing the challenges that come with being a small retailer. Take advantage of best practices to grow your business.

For more information about the CITGO Retailing Institute, please contact:

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Learning Objectives

This seminar combines interactive hands-on learning tailored to your specific needs.

Find solutions and opportunities for your current operation:

- Sales building
- Inventory management
- Recruiting and training
- Customer service
- Performance benchmarking
- Social media and customer engagement



Gain practical tools to tackle top priority needs:

- Personalized solutions for your operation
- Helpful forms, how-to guides, check-list and best practices to improve operations
- Links to resources offering specific expertise

Seminar includes all materials and onsite meals during training hours.

Why Should You Attend?

- Learn how to grow your business, not just manage it.
- Add money to your bottom line by increasing the productivity of your current offer.
- Obtain data to benchmark your business on sales, margin and operating costs against the latest industry data.
- Enjoy dedicated time with experts to discuss solutions specific to your needs.
- Content is developed for operators by operators.



Instructor:

Ieva Grimm

Owner of SYNERGE, specializing in retail operations turnaround and business development, Ieva is an independent convenience industry expert with 15 years experience from retailing storefront to the executive suite. Prior to founding SYNERGE Ieva was Senior Director of Education Services at NACS and spent over 13 years at Sheetz, Inc. leading new concept development and running various store locations.



Content Contributor:

Jim Cox

Retail Operations Manager for CITGO Petroleum Corp., Jim has years of experience in multi-unit convenience store operations. His focus areas include new store concept development and designing methods to increase store profitability. Prior to CITGO, Jim was regional Vice President for Circle K and a division manager for 7-Eleven.

