



## CONSULTING SERVICES

Shane Decker is the owner, President and principal consultant of Ex-Sell-Ence, Inc. For over 30 years Mr. Decker has provided advice and consulting services to owners and operators of hundreds of jewelry stores throughout the United States.

His consulting services include but are not limited to the following:

- ◆ Appraisals of the value of jewelry stores relative to their potential sale or purchase
- ◆ Advantages and disadvantages of existing store location(s)
- ◆ Potential advantages or disadvantages in relocation of jewelry store operations to other sites and the important factors to consider in such analysis
- ◆ Potential sales and profit enhancement based upon location, product offerings, store layout, sales personnel, sales techniques, pricing, margins, management, communication, trade policies, product knowledge, marketing, advertising, personnel issues, motivation and methods of salesmanship
- ◆ Techniques and assistance in all areas mentioned above is provided by Mr. Decker daily to clients throughout the United States
- ◆ Mr. Decker is a recognized expert who is often called upon to speak at trade shows and seminars. A sampling of speaking engagements is attached

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