

The following items are shipped to your store when you join:

- **CASH FLOW GUIDE:** 12 tips for achieving Positive Cash Flow and operating ratios for established bridal stores.
- **TOO MUCH INVENTORY:** Guide for controlling inventory with target figures for excellent sales performance.
- **TEN COMMANDMENTS FOR SUCCESS IN THE BRIDAL BUSINESS:** A 12-point checklist for continuously increasing profits.
- **BONUS PLANS:** Ideas and guidelines for creative pay plans to keep every employee focused on increasing sales.
- **RECOMMENDED CHARGES FOR ALTERATION SERVICES:** A four-page brochure of standard charges for 80 jobs performed by seamstresses. Whether your seamstresses are employees or contractors, this is a guideline for turning your alteration service into a profit center.
- **RECOMMENDED STORE POLICY MANUAL:** Includes benefits, employee responsibilities, evaluations and terminations. Over 40 pages.
- **RECOMMENDED CUSTOMER POLICIES:** Covers payment and pick-up of merchandise, checks, alterations, special order merchandise, and no refund policies. Used by 400 bridal stores. Suitable for framing and in-store display. Particularly helpful in dealing with problem customers.
- **NEWS RELEASES FOR YOUR LOCAL NEWSPAPER.**
- **CAMERA-READY COPY OF OUR NBS LOGO FOR USE IN YOUR LOCAL ADVERTISING.**
- **“CLOSING SALES - 42 TIPS FOR DOING IT BETTER.”** Sales training for your staff.



- **TWO 55-PAGE BOOKLETS:** “One Perfect Day” for brides and “The Groom’s Corner” for her fiancé. Perfect gifts for you to give your brides!
- **“THE WHYS AND WHEREFORES OF WEDDING TRADITIONS:”** This keepsake-like brochure will be treasured by your brides. There’s space for you to personalize it.
- **“ALERT – BRIDAL DISCOUNTS MAY BE DECEPTIVE:”** A brochure to inform your brides about deceptive pricing.
- **“10 WAYS TO HAVE HAPPY BRIDESMAIDS:”** A brochure to increase your bridesmaids’ sales.
- **“QUALITY, STYLE, BEST VALUE:”** A guide for developing a personalized brochure for your store.
- **RECOMMENDED STORE POLICY:** For payment and pickup of layaway merchandise and what to do when it’s not picked up.
- **HIRING NEW CONSULTANTS:** Management guidelines including application, interview tips, pitfalls, job description and inexpensive incentives for retaining good employees.
- **PERFORMANCE EVALUATIONS:** Guide for conducting effective employee evaluations and 10 common mistakes to avoid.
- **OUR PRESTIGE EMBLEM:** Our decal that reads “America’s Leading Stores for Brides” for your front door.
- **NBS MEMBERSHIP CERTIFICATE:** This prestigious membership certificate is suitable for framing and displaying in your sales area.

Continuous Membership Benefits

- **POSITIVE MOTIVATION AND “TIPS” FOR YOUR SALES STAFF:** Monthly you will receive an “Attitude Reminder Poster” for your bulletin board and two sets of “Payroll Enclosures” (tips for successful selling) for you to enclose in each employee’s pay envelope.
- **MARKET RESEARCH:** Our quarterly surveys let you know how your store is doing compared to others, as well as “hot numbers” for bridal gowns and bridesmaids’ dresses. Includes trends and updates in the industry and news about new vendors as well as current ones.
- **EMPLOYEE RECOGNITION AND AWARDS PROGRAM:** We want every member to have a successful employee recognition program to motivate, heighten morale, build teamwork and loyalty and generate a dedication to continuously improving customer service. You determine the criteria you want to use to award certificates each year and announce it to your staff. The prestigious certificate is ready for framing.
- **CONTINUOUS MANAGEMENT SUPPORT:** Through our Monthly Mailings we keep you informed by sharing solutions to common problems:
 - Providing quarterly surveys to keep you apprised of what other stores are experiencing.
 - Bridal Watch reports on industry changes and tips for your store meetings.
 - Guidelines and inventory control.
 - Paperwork efficiency.
 - Merchandising.
 - Management perspective reports, specifically written for store managers and discussion at store meetings.
- **MARKET MEETINGS:** You are invited to Member Meetings at the bridal markets (Chicago, Las Vegas, New York, Atlanta) and the Annual Management Retreat. These meetings are wonderful for networking and meeting other NBS members.
- **INDIVIDUAL CONSULTATION SERVICE:** NBS personnel are as near as your phone and are available at all times to discuss any specific problems you may have. Our staff has extensive experience in: internet site development; accounting, financial statements, operating ratios; insurance: property, medical; invitation wording, etiquette, protocol; labor laws, independent contractors; alteration department operation; compensation plans, incentives; cancellations, refunds, bad checks; and employee benefit programs – 401K, IRA. If we don’t have the answer immediately, we will do the research and call you back.
- **REGISTERED TRADEMARK:** As a member in good standing, you have authorization to use “Member National Bridal Service” and our logo in all your local advertising.
- **AUTOMATIC AUTHORIZED DEALERS:** FREE invitation albums from leading invitation companies and free engravable gifts display with top-selling attendants’ gifts.

NBS Overview

- We emphasize the positive and try to eliminate the negative in all aspects of work.
- Membership is granted to stores whose management strategy is based on the highest integrity and a commitment to provide superior customer service. Thus, our trademark, “America’s Leading Stores For Brides.”
- We respect our member’s independence and their right to run their own business in the manner they feel best. No member is obligated to use all NBS recommendations.
- NBS members must be full-service bridal stores, with hanging stock, at a licensed business location.
- We do not control the pricing practices of our member stores. We do encourage members to “price for profit” and practice “truth” in pricing. We are opposed to “discounting” as a basic business strategy.
- A member may cancel their membership at any time. About 90% of our members renew.
- NBS is the only organization that covers the entire operation of your store:
 - **Management**
 - **Employee Training and Certification**
 - **Sales Motivation**
 - **Advertising**
 - **Inventory Control**
 - **Merchandising**
 - **Market Research**
 - **Administrative Efficiency**
 - **Employee Awards.**
- NBS has been in business since 1951. We have a full-time staff of fifteen employees to service your needs.



NATIONAL BRIDAL SERVICE®

5001 W. Broad Street, Suite 214
Richmond, VA 23230
804.288.1220 • Fax 804.288.1242
www.nationalbridal.com

NATIONAL BRIDAL SERVICE Management Support Service

We give you the advantages of a national company without compromising your independence.

