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# THE RICHER WAY BY JULIAN RICHER PDF

This fantastic practical business book is packed full of useful ideas to help businesspeople and motivate their staff.

A poor performer at school, Julian Richer has built, from scratch, a GBP 200m+ group of businesses. His best known company 'Richer Sounds' is the biggest and most profitable hi-fi retailer in the UK with the highest sales per square foot of any retailer in the world (Guinness Book of Records 10 years running).

His advice is sought by Chief Executives of some of Europe's biggest organisations and his ideas on staff motivation have been described by the press as 'legendary'.

In this book Julian explains his original thoughts and advice which have been used successfully in companies of widely differing types and sizes. Written from first-hand experience of running businesses, readers will find this a practical book full of useful ideas.

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Practical common sense for success in retail business

By Rosemary Hartmann

I had read the original version of this book maybe twenty years ago and have spoken of it very often, but unfortunately I lent it out and lost track of mine a while back. This copy is a newly revised version.

I really concur with Julian Richer's focus on motivating people, both staff and customers. His methods boil down to honesty and respect. Simply put, this works. The competition for increasing business and revenue is easier to win if you do not obviously play selling games and in so doing actually skew the truth to your customers. They end up with mixed feelings about their purchase, or worse.

Where staff are concerned, if you train and explain the rules and keep rewarding the right behaviour you end up with more satisfied and dedicated staff. His lack of turnover in staff is a testament to this. Plus the outstanding results in sales shows that his methods do lead to results.

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