



Introducing

Brian D. Sherr

A career retail management professional

Organized Retail Theft (ORT)

White Paper enclosed

For most of my fifteen year career in retail management, I witnessed how destructive shrink is and has become. Not only erasing hard-earned bonuses, it denigrates company profits stretching the limits of survival for many long-time, once dominant retailers.

What is within reach is training staff to practice excellent customer service and adhere to basic proven sales technique that, excusive of the effects of shrink, provides excellent opportunity for attaining goals and objectives. Shrink in and of itself has historically emanated from within; contrary to this now softened belief, shrink has become an organized professional operation (ORT). As such, I have enclosed my findings after researching and suggesting solutions, the investments of which are generally recovered in less than a year of use. This report in its entirety is inserted along with my resume in the pocket on page three.

Personal Mission

Dedicated as I am to the retail industry, I have found efficiency by perfecting management skills; however, in the absence of exemplary inter-personal skills they, by themselves, may be found to be to varying degrees, ineffective. In the absence of respect, managers face great challenges developing team cohesiveness and levels of morale that surpass goals others struggle to meet. In the pursuit of such tools, in 2007 I successfully earned a BA in Psychology.

During and since, I have noticed gradual improvement as a results-oriented retail store general manager. Without question, that which I now bring to the table has proved invaluable to whatever tasks I am asked or routinely required to tackle. Seeing beyond the proverbial "trees of the forest" opens a huge arsenal of motivational enablers. I look forward to dedicating all that I am for the purpose of surpassing old and establishing new and higher future goals.





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