



Leading Out Retail: A Creative Look at Bicycle Retail and What All Retailers Can Learn From It

Donny Perry

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When it comes to retail, is there a method to the madness? In this report Donny Perry answers with a definitive, “yes”. In *Leading Out Retail*, Perry combines hundreds of hours of research, a rich trove of social science, and his counterintuitive insights as he explains a paradigm shift in the industry of bicycle retail. Within this paradigm shift Perry teaches retailers simple strategies on how to increase profit through service, what the most important question to ask every customer is, and how to manage the dreaded Timmy Factor. Perry believes the future belongs to a different kind of retailer with a different mindset. In this book he offers a provocative and urgent new way of thinking about the future of retail; a future that may have already arrived.

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