



Salena Knight

RETAIL STRATEGIST

CREATOR OF THE 5 PILLARS OF
RETAIL SUCCESS

THE 5 PILLARS OF RETAIL SUCCESS

After years working with and analysing thousands of retail and ecommerce businesses, Salena discovered that all successful retail businesses are based on a foundation of five core pillars.

In order to achieve real retail growth, store owners need to identify, understand and address the weakest pillar in their business - not blindly follow the popular belief that success will come if they focus on their strengths alone.

Salena created a simple, fun, diagnostic tool that allows retail & ecommerce owners to unlock the number one pillar they need to zero in on to scale to the next level.

SPEAKING TOPICS

WHY YOUR RETAIL SUPERPOWER IS REALLY YOUR KRYPTONITE

When it comes to business growth, everyone from CEOs and executives, right through to the solo operator, believes that harnessing their strengths is the key to explosive growth.

But they've got it all wrong. In fact, this myth is silently crippling their business. Salena will show your audience how to uncover what they REALLY need to do, to truly stand out and scale in the retail landscape.

HOW TO BUILD A BRAND CHAIN STORES CAN'T COMPETE WITH

Chain stores, with their seemingly never-ending bucket of marketing money, can feel like a noose around an independent store owner's neck, out to steal every potential customer.

Want to know how to beat 'the big guys' at their own game?

In this session, Salena shows your audience how to leverage their independence and build a brand that chain stores can't compete with.

ABOUT SALENA

After more than a decade growing and running a chain of award-winning retail stores, Salena Knight now shares her trademark energy, passion and extensive knowledge of the retail industry with private clients, small groups, through her retail consultancy, popular weekly podcast Bringing Business To Retail and as a dynamic keynote speaker.

Based in Sydney Australia, Salena has spent the past five years researching and developing The Five Pillars of Retail Success, sharing her wisdom and experience in e-commerce, brick and mortar retail and digital marketing with independent retailers around the world.

Salena's speaking experience encompasses Keynote presentations, Industry Group presentations, Panel Discussions, Interview Facilitation and specific training in small and large groups.



"the hard truth is, playing to your strengths is safe – addressing your weaknesses is damn hard"

TEST & MEASURE - ALWAYS



"Thank you for delivering an exceptional presentation at our recent National Conference.

Your energy, passion and unique perspective of Independent Retail was infectious and delivered not only on entertainment but also content. Our attendees have been buzzing with energy ever since"

Gladys Arraj
Nationwide Jewellers

"There's a new saying amongst our members, 'Are you being Red Velvet or Vanilla'?

It's so uplifting to see how much impact Salena's presentation has had.

She's actually created an adjective that all of our members reference! "

Nikki Stacey
Bobux