

IndieChat

How to set your store apart!

Angela Pinkstaff, HRG director of business development,
and Corey Paske, HRG business development manager

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Making your store stand out from your competitors doesn't have to require large investments of time or money - just some innovative thinking! Join IndiePet and HRG, long-time supporter of independent retailers, for an IndieChat that will offer actions you can take to build your business, strengthen customer relationships and loyalty, and differentiate your pet store from the competition.

Share your success stories of setting your store apart and hear fresh ideas from HRG's retail experts!

- **Pump up your product assortment** - meet the needs of your customers and attract new ones with a carefully curated product assortment that includes pet care staples, new category disruptors, as well as items from local artisans.
- **Step up your services** - provide even more value to your customers by offering services that will save them time from a retailer they trust. If you don't have the space or staff to offer them yourself, find local partners - there are mutual benefits to be gained!
- **Amplify your community support** - sponsor community events, teams, or groups; participate in your local Maxwell Street Day and parades; offer free educational sessions, and more. Proudly tout your support in your store windows, at the checkout counter, and on your website.

Angela Pinkstaff, Director of Business Development



Angela joined HRG in 2013 as a business development manager and soon moved into the director role. In addition to leading many of the collaborative strategy sessions on behalf of clients, she guides her team in developing customized retail solutions for clients, such as:

- Detailed strategy roadmaps
- Product launch plans and promotional execution
- Direct outreach programs and at-shelf initiatives
- Sales tools to influence business-to-business and business-to-consumer targets
- Brand-building communications
- Package development



Her firm grasp on all aspects of the retail supply chain has led to effective programs that have met key objectives and driven positive ROI on behalf of brands. In addition, she has introduced fixture manufacturers to processes to streamline and improve costs and efficiencies in department sets and resets and currently serves on the Insights and Professional Development Committee on behalf of the Shop! Association.

Angela Nicloy, Director of Marketing



Angela joined HRG in 2020 as director of marketing. She is responsible for corporate marketing, print services, and client brand development projects. With over 10 years of experience in sales and marketing roles, she is savvy in pinpointing strengths and harmonizing them with assets to offer customers streamlined solutions that meet their business goals. Angela excels at putting strategy ahead of reactionary responses to business challenges and always looks for practical options that are both efficient and effective. She enjoys learning about customers and their corner of the industry and thinking of innovative ways for them to succeed. Angela also applies this thinking to HRG's products and is a critical member of product development teams. Her upbeat, positive attitude is a perfect fit in HRG's culture.