

PIVOT-ing. The Ross Gellar Method to Insignia.



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Insignia Product Management Award
2016-2021



ICBA 2023
Your Best Bet for Success



P·I·V·O·T

FOR WHEN THERE'S NO MORE LEFT LEFT.

P - Purpose

- Get back to basics
- Bring the focus (and the customers) back to your store
- You're a central hub of campus



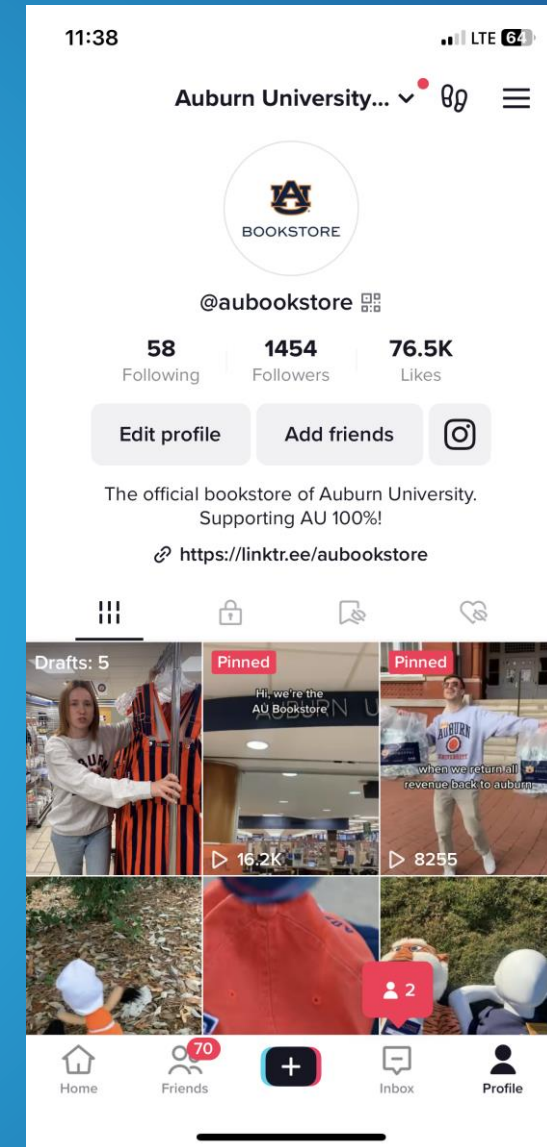
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I - Interaction

- Personality over brand
- Meet your audience where they're at
- Insignia sales also help student success



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V - Vendors

- Good vendors are your best friend
- Fill inventory gaps with your most trusted performers
- Look at location, lead times, and negotiate your terms



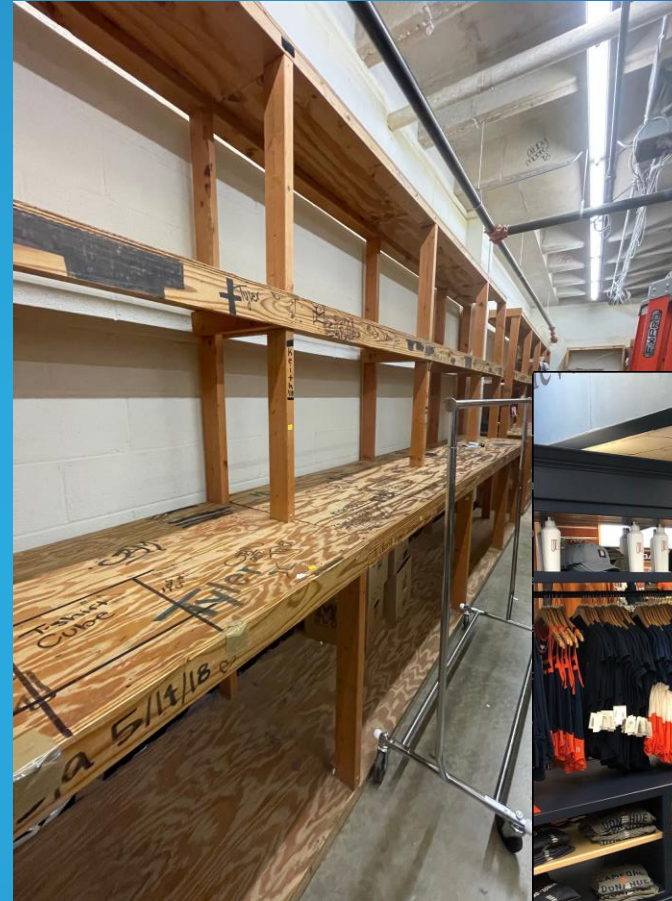
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O - Opportunity

- Turn limitations into opportunities
- Rethink your classics
- Identify key campus partners



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T - Teamwork

- Stay in touch with your team
- Work across departments
- Insignia helps support lower course material costs



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