

Retail Success/George Whalan

- + Change
- + Large Selection Fair Price
- + Go opposite direction-Stand out in crowd
- + ENTRANCE WOW
- + Change unique display every 8 weeks
- + Merchandise to fit customer
- + Change store layout constantly
- + Beautifully display, neat, tidy, organize
- + Store looks good all day
- + Great Signage
- + Right kind of lighting
- + Traffic bottlenecks-install video cameras to see where they are
- + Obsessive approval to display
- + Frequent buyer card
- + Start a customer file
- + Custom business not traditional business
- + Thank you note
- + Customer by name
- + Computer to pull up customer history
- + Employer education in Manufacturer Internet Site
- + Focus groups and customer interviews (exit)
- + www.envirosell.com (written by Paco Underhill) way we buy
- + Video tape customer shopping habits
- + Use Marketing department from Community College to do customer interviews.
- + Put date and time on tapes, videos will tell if customer looks at signage.
- + Video research-pick up, repair, return, (see Living Spaces in California)
- + Do you know if questions are answered correctly
- + Does shown merchandise meet the needs of what customer is looking for
- + Is it a good shopping experience
- + How many customers are actually buying
- + Does store have poor layout and signage
- + Customers want to be left alone, but sales people must be available to answer questions.
- + Exit Interview-why customers leave with out buying see page 61 for 10 Customer Service Rules.
- + Do Salespeople actually like what they do
- + Hold a training update session daily
- + Customers prefer branded merchandising
- + Customers today have time to shop in one or two stores-pre shop on internet
- + Want no hassle returns
- + Sales people need to help customers find things
- + Loyal to store that offers a discount on other incentive to shop.
- + Call and invite to see new merchandise
- + 70% of shopping is controlled by women

Selling

- ✚ Do retail sales people smile and greet
- ✚ Do not spend time determining what I need
- ✚ Do you know competition
- ✚ Give customers insights
- ✚ Having a selling process is the best way to maximize profits
- ✚ Sales associates spend little time determining what a customer needs
- ✚ Sales people should be merchandising experts- theirs and competition. Minimal service stores/minimal prices
- ✚ Time pressure continues to force consumers to make a quick buying decision.
- ✚ Turn sales associates into experts
- ✚ See page 90 (watch out for red flags) need 15 minute daily meeting for updates and price changes
- ✚ Rewards for supervisor
- ✚ Frequent evaluation
- ✚ Popular priced retailers have begun to adopt a selling strategy that previously was found only in stores selling luxury goods (see page 84)

Store managers burning desire to be Successful

- ✚ Hire store managers with burning desire to be successful
- ✚ See page 100 for What Great Managers are
- ✚ Need written profile of store manager
- ✚ Need great managers/not minimal manager (policy)
- ✚ Great-makes thing happen
- ✚ Great-articulates and gets people to want to do task
- ✚ Inspire, build confidence
- ✚ Constant improvement
- ✚ Store always looks a little better
- ✚ Great managers are never satisfied with mediocrity
- ✚ Delegate and get out of the way
- ✚ Great store managers are great sales managers also
- ✚ Fearful managers make fearful stores
- ✚ Develop a written profile of what you want in a store
- ✚ Measurement of success in retail is sales obsession with keeping operating cost low
- ✚ Management used to be of power
- ✚ Leadership appears to be the art of getting others to want to do something that you are convinced should be done.
- ✚ Always best teachers are best coaches
- ✚ Can be great cheerleaders-always give rewards
- ✚ Great leaders articulate
- ✚ Great store managers can satisfy dissatisfied customers. See pages 116 for list of characteristics of effective leaders
- ✚ Always ask "What If" questions. Pages 122-27

- + Incentive to get customer back in, buy additional items, accessory clubs
- + Constantly explore alternatives, more creative methods and opportunities for selling more merchandise, growing and managing the business and leading the people.
- + Most effective leaders are no nonsense pragmatic people who are clearly able to define their rules and take steps necessary to move the business forward

Employee Turnover

- + Hard cost \$1500 for training
- + Create a work place where people want to work
- + You want to know the following about new hires.
 - A. How do they act
 - B. What kind of personality
 - C. What are the priorities in their life
 - D. How do they dress
 - E. Do they have personal goals
 - F. What are their accomplishments
 - G. What are the skills, attitudes, standards and values
- + Stores must create a profile of what they want a team leader to be like
- + When interviewing give full attention
- + Pre employment interview-45 minutes
- + Study says 75% of people at end of interview get job
- + Two ways to manage
 - A. Fear-ensures people do not perform to capacity
 - B. Love-show respect and trust they will perform
- + Consider Group Incentives
- + Are front line retail employees given some respect as management
- + Managers should send thank you notes to employees
- + Savvy managers work along side employees
- + Open book management encourages everyone to look at themselves as contributors and partners in the company's success rather than as employees.

Advertising

- + Message must be compelling
- + Ads must say "How Easy It is to do Business with a store"
- + Test different publications with coupons
- + Stay out of newspapers unless quarter page ad
- + Use targeted portion of circulation
- + Junk mail use third class postage
- + TV is grand daddy find low budget commercials
- + Test internet banners

- ✚ Provide extra good service during holiday period-hold a sales meeting every day during this period
 - A. celebrate accomplishments
 - B. discuss items in short supply
 - C. items that need push
 - D. New arrivals
 - E. Advertising
- ✚ Consider daily and weekly sales contest
- ✚ Be sure to re-merchandise floor and front during holidays

No Vision Without Focus

- ✚ What is the purpose of your business
- ✚ Everyone thinks their customers are different-ARE THEY REALLY
- ✚ Learn from mistakes
- ✚ Sure your industry is different but if you act and function just like every other retailer in your industry, you will limit your success
- ✚ Improve or be doomed.
- ✚ It is easy to say you expect more, but until you make the effort to train and develop your people you will not get more
- ✚ Mentoring-show employees how to think in a way that reflects companies values and beliefs
- ✚ Organization must have on going communication, understanding goals, achievements and focus on building the business.
- ✚ Eliminate the strategies that get in the way of success
- ✚ Internet will be on of the great equalizers
- ✚ You're business has to become relevant
- ✚ Are we important in our customers lives
- ✚ Are our customers proud to own the merchandise they buy from us
- ✚ Does merchandise meet and exceed expectations
- ✚ If your store disappeared tomorrow would it make any difference to your customers
- ✚ Create a unique business
- ✚ Copy cats will always be around
- ✚ Retailer should get involved in the community, charitable events and ----- programs touch lives
- ✚ For your store to be relevant, you must do more than sell merchandise, you must touch peoples lives
- ✚ There are too many boring stores, too much boring advertising, too many retailers afraid to take chances with so called "out of box" thinking
- ✚ At least is not enough
- ✚ Retailing needs more people with crazy ideas and the guts to do something about them.

