

45 *REWARDING* RETAIL TIPS

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RETAIL TIP #1



**TEACH
MISSION AND
PURPOSE
FIRST!**

DON'T TRAIN ON POS FIRST!

RETAIL TIP #2

ChatGTP

GENIE

JASPER.AI

Write Stories,
Songs, Emails,
Poems & More



Write an email



Write a story



Explain like I am 5



Create a workout plan



Teach me English

RETAIL TIP #3

OPENING & CLOSING CHECKLISTS



THE 2018  HOLIDAY

Retail Checklist

1. PRICING

- ☐ Products are accurately priced
- ☐ Competitively priced
- ☐ Prices appeal to shoppers

2. ON-SHELF AVAILABILITY

- ☐ Products are carried by retail partners
- ☐ Sufficiently stocked on shelves

3. SHELF-POSITIONING/PLANOGRAMS

- ☐ Products are accurately positioned on store shelves
- ☐ Competitively positioned on shelves
- ☐ Can be found by shoppers

4. PRODUCT DISPLAYS

- ☐ Display materials arrived at store
- ☐ Display inventory arrived at store
- ☐ Display is on sales floor
- ☐ Properly positioned in-store
- ☐ Visible to shoppers
- ☐ Properly assembled in-store
- ☐ Sufficiently stocked with inventory
- ☐ Stocked with correct product
- ☐ Marked with the correct price
- ☐ Appealing to shoppers
- ☐ Excels competitors' displays

5. SIGNAGE/POP MATERIALS

- ☐ Signage/POP materials arrived in-store
- ☐ Accurately positioned in stores
- ☐ Properly assembled in stores
- ☐ Visible to shoppers
- ☐ Appealing to shoppers
- ☐ Excels competitors' POP

6. PRODUCT DEMOS

- ☐ Product demos are in-store and properly executed
- ☐ Appealing to shoppers

7. RETAIL INTEL

- ☐ Knowledgeable of competitors' retail strategies
- ☐ Aware of target customer's shopping attitudes and behaviors

8. GENERAL

- ☐ Budgeted funds to audit my brand's holiday retail execution
- ☐ Aware of how accurately the retailer's inventory system reflects operational realities

ANY UNCHECKED BOXES?
Field Agent Will Help You Check Them

Contact Us



FIELD AGENT™    @FieldAgentInc | blog.fieldagent.net

RETAIL TIP #4



SEND VENDOR NEWSLETTERS

RETAIL TIP #5



**NO
MISCELLANEOUS
DEPARTMENTS
OR CATEGORIES**

RETAIL TIP #6



**BUILD
GOOD
HABITS**

WAY OF LIFE APP
CALM APP
SLEEP APPS

RETAIL TIP #7



**FOLLOW
RETAIL
NEWS**

RETAIL DIVE

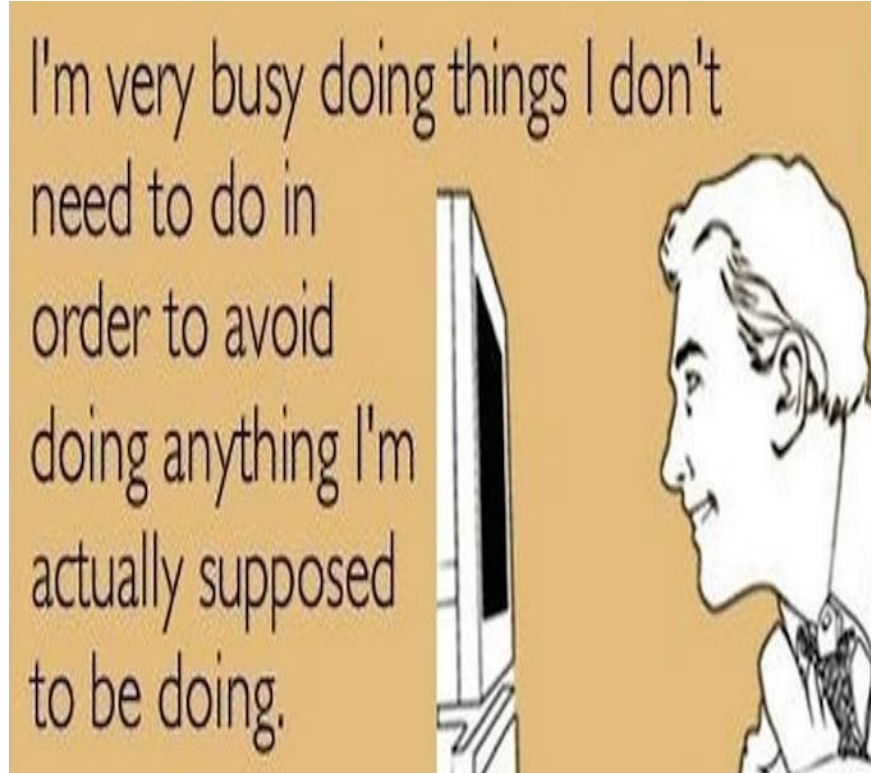
RETAIL WIRE

LINKEDIN RETAIL GROUPS

ROOTED IN RETAIL PODCAST

RETAIL TIP #8

**STOP
PROCRASTINATING!
SET
PRIORITIES!**



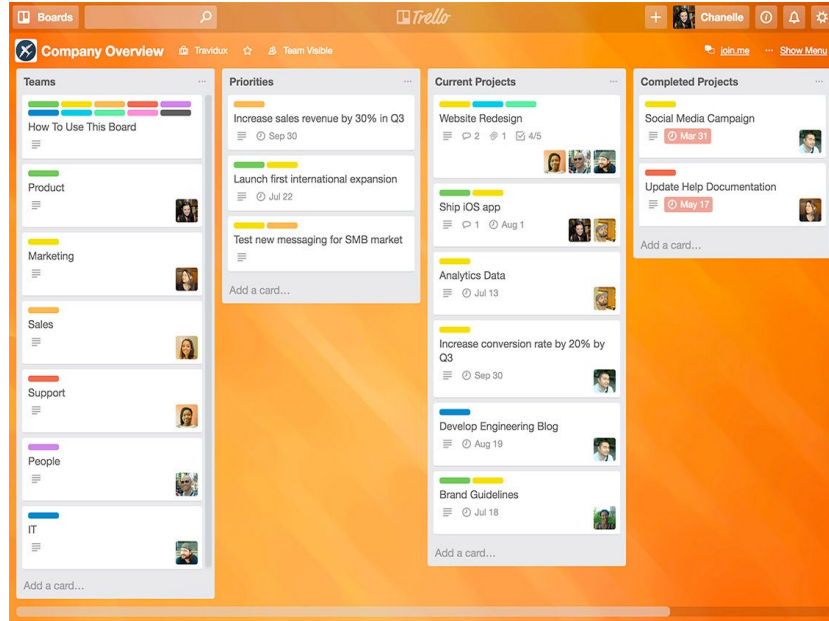
RETAIL TIP #9



NON NEGOTIABLE STANDARDS

PICK THREE FOR STARTERS

RETAIL TIP #10



**IMPROVE
“TO DO”
MANAGEMENT**

TRELLO
MONDAY.COM

RETAIL TIP #11



**CREATE A
SELFIE
STATION**

#VISIT

RETAIL TIP #12



NO STICKIE NOTES !

FULL FOCUS PLANNER
HIGH ACHIEVER'S MANUAL PLAYBOOK

RETAIL TIP #13



**FUN
THINGS
FOR
KIDS!**

RETAIL TIP #14



**CHECK
LOGS
& LIGHTS!**

RETAIL TIP #15



3 TIMELESS RULES OF PRICING

RETAIL TIP #16

**OPEN
TO
BUY**

April	PLAN	
BOM Stock \$	\$112,000	} Plan this – step 1 and 2.
Sales	\$64,000	
Markdowns	\$1000	
Open to Buy	\$78,000	→ Calculate this.
EOM Stock \$	\$125,000	} Plan this – step 2.

RETAIL TIP #17

RETURN ON INVESTMENT

Which department is "best"?

	Sales	Gross Margin %	Average Inventory @Cost	GMROI
Dept. A	\$315,400	46%	\$102,400	\$1.39
Dept. B	\$220,100	41%	\$53,000	\$1.70
Dept. C	\$210,500	48%	\$86,100	\$1.17
Dept. D	\$186,500	42%	\$33,700	\$2.32

BY CATEGORY & BY VENDOR
www.retailowner.com

RETAIL TIP #18



**FIND A
MENTOR
OR
COACH**

RETAIL TIP #19



**SHOP
OTHER
STORES**

RETAIL TIP #20



USE SIGNS TO SELL!



Set a *Sophisticated* Table

This shimmering topiary will add sparkle and glamour to your holiday centerpiece.

Just add friends, food, and a festive spirit!

\$39.99

Not enough room to take it with you?
Make it easy and have your purchase shipped!

\$8.⁹⁹ Shipping!

\$8.99 flat rate, economy ground shipping within the 48 states on an in-store in-stock purchase of \$100 or more.

- ✦ In-store shoppers only. Does not apply to phone, mail or web orders.
- ✦ Applies to economy ground shipping to one address within the continental US only.
- ✦ Any oversize or extra charges still apply.
- ✦ Not valid on prior purchases or with other offers.

Go to
CUSTOMER SERVICE
(section 12)
to ring your purchase and
have your
merchandise shipped.

ORDER NOW!
BRONNER'S CHRISTMAS WAREHOUSE
FRESHLY DECORATED. SINCE 1946.
SPECIALTY LUMBER. CHRISTMAS. HOME.

RETAIL TIP #21



CHECK YOUR BRAND IMAGE

CUSTOMIZE YOUR GIFT WRAP &
PRODUCT TEXT CARDS

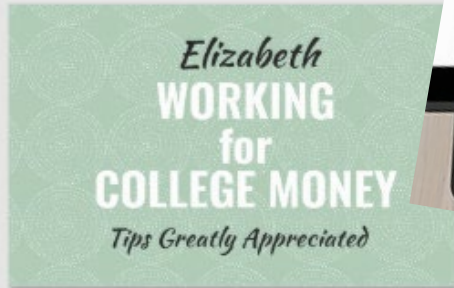
RETAIL TIP #22



**TRACK
YOUR
CONVERSION
RATE**

RETAIL TIP #23

**USE
PERSONALIZED
NAME
TAGS**



RETAIL TIP #24



**CREATE OR
JOIN A
MASTERMIND
GROUP**

RETAIL TIP #25

**SECURE REGISTERS & SAFES!
ELIMINATE INTERNET ACCESS ON POS REGISTERS.
REMEMBER THE TIME CHANGE RULE!**



RETAIL TIP #26



**USE A
COMMUNICATION
BOOK**

RETAIL TIP #27

**NO MORE
NOOKS
&
CRANNIES!**



RETAIL TIP #28



New Feature: Type in a competitor's domain to get better keyword ideas

NEILPATEL

EN ▾

Blog

Pricing

Training

Tools

Consulting

Contact

Sign in

Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.

Just type in a domain or a keyword to get started.

SELECT
SEO
ANALYZER

**ANALYZE & TRACK
SEO RANKING
REGULARLY!**

Enter a domain or a keyword

English / United States ▾

SEARCH

Sarah Buchanan-Smith
5-Day Challenge
How To Get On The 1st Page Of
Google

RETAIL TIP #29



EXPAND YOUR MERCHANDISE MIX

LOOK AT KEY TOP SELLING ITEMS

RETAIL TIP #30



CREATE A SALES CHALLENGE

BUILD YOUR STORE'S AVERAGE SALE

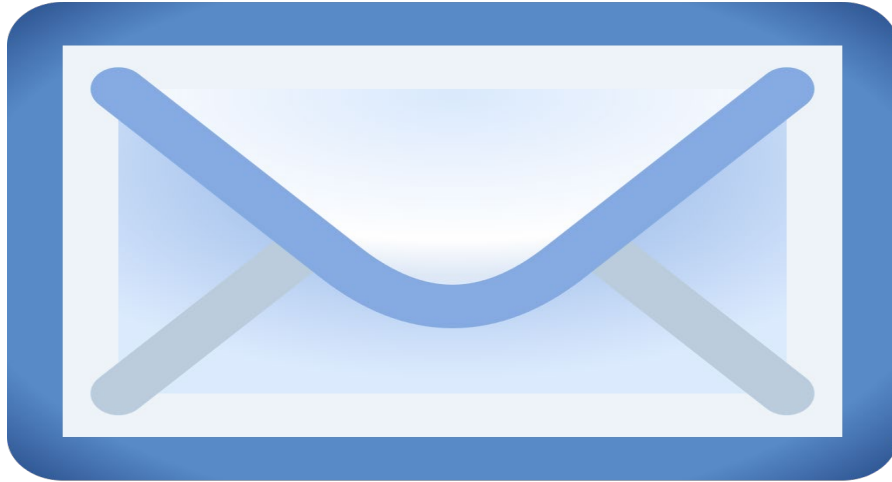
RETAIL TIP #31



**CELEBRATE
WILD
&
CRAZY DAYS!**

DO SOMETHING FUN!

RETAIL TIP #32



CLEAN YOUR EMAIL LIST

GOOGLE REPUTATION RANKING

RETAIL TIP #33

CREATE A RED HOT HELP WANTED AD



RETAIL TIP #34



**ACCEPT
RESUMES &
APPLICATIONS
ALL YEAR LONG**

NOT JUST WHEN YOU HAVE
AN OPENING

RETAIL TIP #35



**Retail Sales
ACADEMY**

**INVEST IN
ONGOING
SALES
TRAINING**

RETAIL TIP #36

ADD WORDS TO YOUR WINDOWS



CALL TO ACTION!

RETAIL TIP #37

**A CLEAN
STORE IS A
HAPPY
STORE**



RETAIL TIP #38



**SET GOALS
FOR YOU &
YOUR STAFF**

**ZINGTRAIN.COM
MAGNETCULTURE.COM**

RETAIL TIP #39



**BACKUP
YOUR
DATA**

HAVE A RECOVERY/DISASTER PLAN

RETAIL TIP #40



**WALK
THE
DOGS!**

DO IT IN PEAK SEASON!

RETAIL TIP #41

REVIEW LOSS PREVENTION AND EMERGENCY PLANS

MORE THAN ONCE PER YEAR



RETAIL TIP #42



**CHECK YOUR
VOICE MAIL
MESSAGE**

STORE HOURS TOO!

RETAIL TIP #43



**REGULARLY
RECOGNIZE
YOUR STAFF'S
EFFORTS**

NOT JUST A THANK YOU!

RETAIL TIP #44

**INVEST
IN
YOURSELF**



**Receive 3-Months FREE Coaching When You
Buy The Retail Mastery System!**

RETAIL TIP #45

BE GRATEFUL!





THANK YOU !

Let's Keep In Touch!

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www.retailtrainingtools.com