



# A Better Game Plan: 3 Sales Strategies to Maximize Revenue

Whether you're a store manager, regional chief, or VP, your time and resources are limited. If you're like many in retail, you look to the bottom of ranking lists to determine how to allocate your time and those resources. After all, poor performers obviously need a hand, right?

The traditional response to the question of resource allocation is to help those that need the most help. As a retail leader you may have often thought, 'If I could just get Store/Rep B to sell more like Store/Rep A, our numbers would really jump up!'

It seems like common sense to push a lagging performer, but is it really that sensible? Is spending your precious time and resources with the bottom of your roster really the best way to boost your bottom line?

## Introducing Moneyball

Sorry...no Brad Pitt. But similar to the story of the Oscar-nominated film, our Moneyball takes a fresh approach to retail 'stats' in order to maximize your bottom line.

Moneyball is about finding the balance between existing sales and opportunities, opportunities that could be measured by metrics like foot traffic, door swings, conversion, and more. And because numbers do tell a story, we make sure to take a realistic look at analytics, so decisions are based on data and not conventional wisdom. It's still about 'getting on base' and 'scoring runs', but we believe retailers do so best by identifying the stores, reps, and locations that exhibit the greatest opportunities, not those with the highest or lowest sales.

Yes, there are still times when your greatest opportunities line up with your lowest performers. But more frequently those big opportunities exist at the top or middle of the organization where, often, resources are not allocated.

Once you've accepted that your best bets are with your top performers, you're ready to win big with Moneyball. So, what's next?



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