

1. Performance Evaluation

As a busy retail leader, your focus should be assigned primarily to those stores and reps that can provide the best results to scale. For high opportunity performers, bumping up the sales on-base percentage one or two points results in more revenue when compared to moving lower performers the same amount.



Example A – Attaching Widgets

For this example let's assume your business sells furniture as its primary revenue source but earns additional revenue from selling protection plans. You realize your stores are leaving money on the table by not attaching more protection plans to each sale, so you start working with the ones with lowest attachment rate. Smart strategy?

STORE	Products Sold	Percentage of Business	Attach Rate	Protection Plans Sold	3% increase
North	500	5%	50%	250	15
South	550	6%	80%	440	17
East	2500	27%	60%	1500	75
West	2800	30%	51%	1428	84
Central	1250	14%	44%	550	38
Main	1500	17%	59%	885	45
Mountain	350	4%	53%	185	11

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You know it's nearly impossible to make huge jumps, but in the limited time you have you feel you can get 3% lift out of three stores. So, which would you pick?

Conventional wisdom would have you choose the three highlighted in yellow. Those have the lowest attachment rates and, in this situation, would have produced an additional 137 protection plans sold.

Now take a look at the stores highlighted in green. Moving the needle just three points in high performing stores produces 204 additional protection plan sales. Focusing efforts on high producers generated more results with fewer resources.

By assigning location and rep support around top performers, you can minimize resource waste and maximize efficiency.



‘Many companies mistake teaching for training’

2. Teaching vs. Training

Teaching = imparting knowledge

Training = imparting skills

Many companies mistake teaching for training. Often the focus is on ‘refresher courses’ that teach sales teams knowledge they already have, as opposed to proper training that arms them with skills to execute what they already know.