

Slide 1: **Store Technology - How to use it!**

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Slide 2: **Since you already own it why not use it.**

Slide 3: **Issues that stand in you way.**

- ◆ **Cultural Issues**
- ◆ **No established goals**
- ◆ **Database maintenance**

Slide 4: **POS is not sufficient. Don't Settle!**

Slide 5: **ROI Strategies**

- ◆ **Key Indicator reports**
- ◆ **The customer factor**

Slide 6: **Key Indicator Reports**

- ◆ **Gross Margin by department**
- ◆ **Inventory Turn**
- ◆ **Current Ratio**
- ◆ **Break Even analysis**
- ◆ **Unit sales analysis**
- ◆ **Customer Trend report**

The key element in utilizing a system is getting a return on your investment. This is an inexact science, however I feel there is an effective approach to this goal.

First and foremost we need to recognize that the retail business environment is highly competitive and key information is critical to survival. The key information should be presented in a format that will give the retailer a quick overview of the important data. The concept is for a retailer to quickly determine the areas of his business that need further security. I designed a suite of reports called "Key Indicator Reports" that will give a business critical information in an effective usable format. The goal is for a retailer to look at only critical data and to drill down when a problem is indicated. Some reports are daily, some weekly and others monthly. The entire suite of reports give the retailer

### **1. Cash control:**

This is the quickest return you will get from your POS. In addition to better cash control and cash drawer reconciliation the following controls will be in place:

- ◆ Pricing accuracy,
- ◆ Voids and no-sales by clerk and a
- ◆ Audit trail on all discounts by clerk.

### **2. Gross margin management:**

This control will give you the most "bang for your buck". The erosion of gross margin is the silent killer of profit. In order to monitor gross margin and react immediately you need to run a report daily that shows your target gross margin per-cent by department and the actual gross margin per-cent attained from sales. For any department that has an actual gross margin per-cent lower than the target margin you need to run a report showing all items in that department that have a gross margin per-cent less than the target margin. The process will ensure that you catch gross margin erosion due to cost price changes and/or incorrect retail pricing immediately.

### **3. Inventory turn:**

Excess inventory results in profit erosion in many ways. Primary among them are higher carry costs, lower gross margin since older inventory has to be marked down or put on sale. At the end of year when an accounting is done for a P/L statement profit is stated as a dollar value, the fact is the \$50,000 profit maybe \$40,000 in excess inventory and \$10,000 in cash. Obviously a retailer would prefer that value in cash rather than excess inventory.

***An example is the following:***

Store A: \$2,000,000 in gross sales at a  
Gross margin of 40% and an  
Inventory turn- rate of six times a year:  
Inventory value at retail is \$333,000  
Value at cost is \$199,999 (60% x \$333,000)

Store B: Has the same gross sales and the  
Same gross margin of 40%, however they have an  
Inventory turn- rate of eight times a year.  
Inventory value at retail \$250,000  
Value at cost is \$150,000

Assuming both stores have the same overhead expenses store B has \$49,000 more in cash than store A. Store A has \$49,000 greater in inventory. There is a point where inventory turns can be too high causing out of stocks and increased cost of receiving and processing smaller orders. The key is to optimize your inventory to its most efficient level. Most industry associations can give the retailer the inventory turn rate for their retail segment.

**4. Life extension of your best customers:**

This is the most difficult area to realize a return. In order to have a program to reward your best customers you have to collect sales and transaction data about them. Once you know who you're best and most profitable customers are you can build a marketing plan to attract more of that type of customer. The retention of a good customer is three to six times less costly than attracting a new customer to replace them. A customer referred from a loyal customer has a greater potential of becoming a loyal customer. Loyal customers are less price sensitive.

The following is list of essential information a retailer needs to know about their customers”

- ◆ What % of your customers do you lose each year?
- ◆ What % of their business do you get in your product category?
- ◆ Why do your most profitable customers shop in your store

## Summary:

Now lets calculate an ROI for a store doing \$1,500,000 in annual sales:

- |                                                                      |          |
|----------------------------------------------------------------------|----------|
| 1. Better cash control generates a .05% increase to the bottom line. | \$ 7,500 |
| 2. Gross margin management yields 1%                                 | \$15,000 |
| 3. More effective inventory yields 1%                                | \$15,000 |
| 4. Life extension of customers is a bonus for aggressive retailers   |          |

Total Gross ROI: \$37,500

I have used very conservative figures to develop this Return on Investment example. My experience has shown a realistic return for a retailer who develops and adheres to a utilization plan for their system can reasonably be 3% to 4% of annual sales.

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## Customer notes:

Defection rates range from 10% to 30% annually  
5% increase in retention = 25% -100%

*(Assume your retention is 90% and you have a 10% entry of new customers increase your retention to 95% and maintain your 10%- over 14 years your customer base doubles.*

## Customer surveys:

- ◆ Why do you shop here
- ◆ What do you like most about our store
- ◆ Like least
- ◆ What % of your business do we get
- ◆ Who is our best competition
- ◆ Why
- ◆ What one change would you make

You need to understand who you are vs. customer opinion

Become a resource- Casual dress seminar

Control what they expect

Follow you process

Take a field trip

Know you customer LTV

Connect online

## Loyalty:

- ◆ Keep it simple
- ◆ Make rewards realistic
- ◆ No time limitation
- ◆ Don't change the rules
- ◆ Assure them how you will use the information

- Slide 7: **“The Customer factor”**  
**Goals**
- ◆ **Increase the life extension of your customers**
  - ◆ **Create a vehicle for efficient communication**
  - ◆ **Reward your best customers**
- Slide 8: **The ROI of increased customer retention**
- ◆ **It cost less to keep existing customers ( 3X - 6X)**
- Slide 9: **“The buying life cycle of customer” to loyalty**
- ◆ **Reach: Get their attention**
  - ◆ **Acquisition: Bring them into your sphere**
  - ◆ **Conversion: They buy**
  - ◆ **Retention: Good experience –repeat business**
  - ◆ **Loyalty: They become advocates**
- Slide 10: **The Payoff of loyalty**
- ◆ **Reduced acquisition cost**
  - ◆ **They require less time and fewer services**
  - ◆ **They refer people like themselves**
  - ◆ **Price premium- they are not as price sensitive**
- Slide 11: **The Math**
- Slide 12: **If you have the best information, you’re in a position to make the best decisions.**