



Flanagan Consultants, LLC

"A Unique Partnership Delivering Rapid, Breakthrough Results"

Engaging Retail Sales & Service™

The Business Challenge

70% of store employees are not committed to serving your customers and selling more. *What if one of them is your store manager?*

Then the following is probably true:

- 70 - 80% of customers who have stopped shopping at your store did so because of poor service and 0% will return on their own initiative
- 95% of your dissatisfied customers don't complain – they just switch to your competitors
- Price and product aren't your challenges – only 19% of your customers have left because of these issues

Your Opportunity

Research has shown that if your store manager is engaged and has the system and tools to engage employees then you can:

- Capture the loyalty of 70 – 85% of your customers
- Get 20 - 25% more share of wallet from each loyal customer
- Decrease shrinkage from employee theft and customer shoplifting
- Dependably introduce and sell new products profitably
- Have loyal customers spend up to 95% of their money in your store
- Have word-of-mouth referrals lead 60 – 80% more customers to your door
- Get the 17% growth in sales that one grocery chain achieved
- Grow your average transaction by 18% and double your frequency of visits by high-value shoppers, as did one “big box” store
- Enjoy a 31% drop in employee turnover, as did one national chain

“Our store has improved. It's more organized. Associates face shelves and buff floors more often. They're starting to wear uniforms again – on their own. It was a good store before; it's become a great store.”

– Store Manager, General Merchandise



The Solution -
Engaging Retail Sales & Service™ System

Getting your store manager engaged in leading great service and growing sales is only half the battle. Store managers also need a practical system to engage employees in delivering spectacular service and sales every day.

Our system enables your store managers to be true in-store leaders; *leaders* who are able to develop and motivate your employees to:

- Provide spectacular customer service
- Continuously maintain store appearance and merchandising
- Cross-sell and up-sell products and merchandise
- Provide advice that builds customer loyalty and sales
- Deliver on-the-job training without adding to labor costs

Engaging Retail Sales & Service™ is based upon our proven research and experience that has demonstrated the power of engaging store manager leadership. The system provides your managers with tools that enable them to engage employees and a tool kit to develop the employee skills that will drive the sustained, profitable growth of your store.

Unlike traditional training, employees never have to attend a classroom session or drudge through a three-ring binder. **This system engages your employees on the job as a team – without raising labor costs.**

“I had a long-term employee I was sure I was gonna have to fire. We started using the in-store huddles and the coaching process and now he’s on fire – not being fired. He thanked me and said he had no idea how poor a job he was doing.”

– Store Manager, Home Furnishings Store

“Store managers really get this approach. They are asking me to be involved more instead of trying to keep me out of their stores.”

– District Manager, National Retail Chain

Your Next Step

Contact us to discuss how *Engaging Retail Sales & Service™* can drive your store sales.

chris@flanaganconsultants.com or call us at **203-321-8423**.

www.flanaganconsultants.com