



SAULT STE. MARIE
INNOVATION
CENTRE

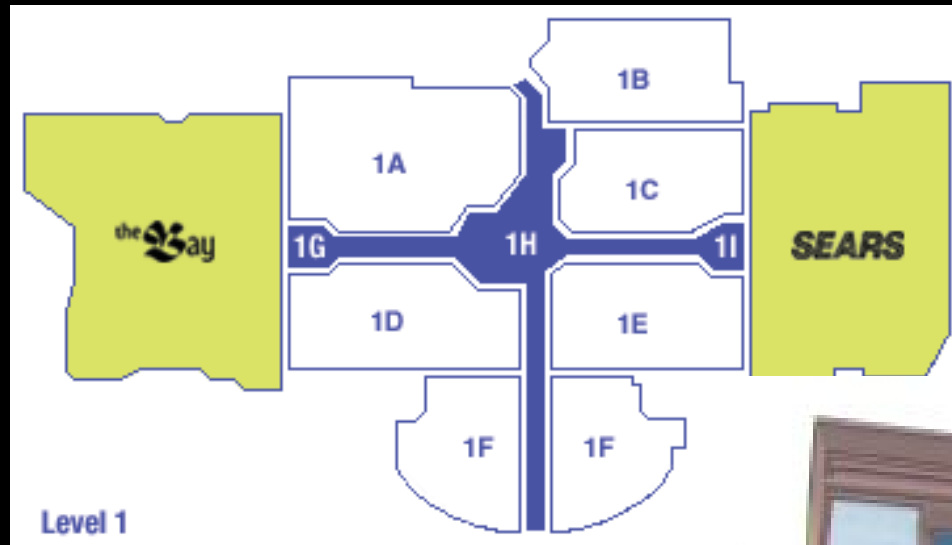
Competing with the Best and **Winning!**



Gone



Broken Models?



The New Stars ...





New Benchmarks

The Retailing Equation

Driving Revenue

$$\begin{array}{l} \text{TRAFFIC} \\ \times \text{ CONVERSION RATE} \\ \times \text{ AVERAGE SALE} \\ \hline = \text{SALES} \end{array}$$

Playing With Numbers

<u>Traffic</u>	<u>Conv. Rate</u>	<u>Avg. Sale</u>	<u>Sales</u>	<u>% Inc.</u>
100	30%	\$40	\$1200	
110	30%	\$40	\$1440	10%
100	30%	\$50	\$1500	25%
100	40%	\$40	\$1600	33%
100	40%	\$50	\$2000	67%



The **5** Foundations

1. Focus
2. Measurement
3. Accountability
4. Ongoing Training and Coaching
5. Support & Celebration

For each of these 5 Foundations, score your store on a scale of 1 to 5 to get your final total out of 25

For every point you lost, you are losing between 1% and 4% of sales every day!

What are you going to do about it?

Retailing Strategy

You must OWN at least 2 of these retailing keys:

1. Product Selection / Uniqueness
2. Pricing
3. Convenience
4. Shopping Experience

Who's Great ...

And How Do You Compare?

The final 'nudge' ...

A 10% increase in sales will produce nearly a 50% increase in bottom line profitability.

What are you waiting for?

Presented by
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