



● THE “SUPPORTER”

1st July 09

News Item of Interest:

Attached is a summary of the top 10 key points to come from the recent World Retail Congress. A thought provoking summary.

Each point has its own importance. Two points of particular interest are:

1. **Have consumers leave your store “smarter”.** Retailers are keen to have their store staff educated, I cannot think of one retail chain that wouldn't welcome a programme to train their staff on product knowledge. It is a wonderful opportunity and results in an immediate lift in sales. Consumers decisions to buy are not always made on price. Consumers want information before they purchase. They will expect store staff to be able to give them information. You should be taking advantage of this opportunity if you are not already doing so.

2. **Don't Waste A Good Recession.** Reviewing, restructuring, reinventing. In the good times everyone is busy. A recession brings a reason, a need (or even an excuse) to do things differently. VSS Clients choosing to service stores in a different or more intense manner are experiencing increased sales. Two clients are showing increases of 40% on this time last year. Others showing growth by introducing new products and increasing service. Another client has maintained an already frequent call cycle and service but created additional point of sale in consultation with VSS to enable them to maintain market share.

Through this recession the need to proactively push stock from inwards goods at retail through to the shop floor and educate the store staff on your products is more important than it has ever been.

A great sentence I read years ago is more important right now:

“Don't just drop the order at the customers door, take it through the door and share responsibility until it is sold”

Phone Phil to discuss any of the points above on 0274 316 585.

Enjoy your week

Lynne and The VSS Team!

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Merchandising

*Retail
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*Increasing Sell
Through at
Retail*