**T & S Management Services, LLC**

***We Are A Training Solutions Company***

**Managing Categories Successfully** - improve the operation inside store.

* **Know Your Customers and What They Really Want**﻿  
  Identify your Core Customers & 4 things this customer wants from you.
  + Learn how our customers are shopping our stores and what "convenience" means to them.﻿
  + Learn what convenience store customers rank as the four most important attributes of a great store.﻿
  + Rate your own store in terms of delivery on key customers' demands.﻿
  + Outshine competitors who are taking some of the convenience shopper's dollar by creating a plan to be the best at what you do: provide convenience and a unique service for your customer.﻿
* **Master Your Store Layout and Its Effect on Profits**﻿
  + Discover how good merchandising impacts your store's sales and profits.﻿
  + Identify the power aisle in your store and analyze your usage of this space.﻿
  + Analyze your store's current merchandising strategy as it relates to peak traffic flow patterns.﻿
  + Use powerful merchandising techniques to trigger impulse, add-on and increased overall sales.﻿
  + Learn tips to help you build end caps that generate the greatest sales volume and gross profit.﻿
  + Take home a housekeeping checklist you can implement immediately to help you keep the basics under control and make your store shine.﻿
  + Collect real profitable ideas from retailers like you for building profit using merchandising techniques﻿.
* **Work Profitably With Your Vendors**﻿
  + Tips for improving your relationships with your vendors: how to choose them, how to nurture them, and what to watch out for.﻿  
    How to gather important profitability information and look for red flags on a vendor invoice.
  + ﻿How understanding retail math can help you become more profitable: calculate gross profit % and gross profit $ and see how these figures affect Bottom Line Profit (BLP).﻿  
    Compare your store's performance against industry standards in order to set goals and identify areas for improvement.﻿
* **Successful Category Management﻿**
  + Understand how smart pricing can add significant dollars to your bottom-line profit.﻿
  + Tips to help you change your pricing strategy from reactive to pro-active.﻿
  + Learn to analyze your competition's pricing so you can set your own pricing thresholds.﻿
  + A price shopping worksheet you can start using immediately.﻿
  + Learn how categorizing products in your store as sensitive, blind, impulse, and non-comparable and have a pricing strategy for each, can help you protect margins and gain profit.﻿
  + How to use velocity reports to help you become more profitable.﻿
  + Calculate sales per linear foot figures to help you make decisions about product categories.﻿
* **Create Impactful Displays and Promotions﻿**
  + **Implement a system for tracking the success of promotions.﻿**
  + **Use an annual promotions calendar that you can customize to your store.﻿**
  + **Implement a display checklist to ensure profitable displays.﻿**
  + **Differentiate between good and bad signage.﻿**
  + **Use your reader board to add force to your promotions.﻿**
  + **Use good product bundling techniques to drive sales and profits.﻿**
  + **Collect real profitable ideas from retailers like you for promotions that drive sales and create return visits.﻿**