**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.﻿**