

Spring Forward! -- Part 2

Two weeks ago, I posted a [checklist](#) for cleaning and refreshing the exterior of your store. Now that we made the outside of your store look enticing to enter, it's time to clean and straighten the inside.

Start here first: Have a surprise one-on-one employee review; keep this as positive as possible.

- Next, upgrade the employee dress code – all staff should look as professional as your store does.
- Set a policy of **NO CELL PHONES on the sales floor or in the pharmacy**. The store's hard line can be used for emergencies, and cell phones should only be used on breaks and during lunch time (blame this on me if you like).



INTERIOR:

Cleaning:

- Professionally clean the flooring. Remove all stains from the carpet. Replace any worn runners or area rugs.
- Replace worn-out mops and/or vacuum cleaners (the #1 reason why carpet wears out so fast is because it is not vacuumed properly or often enough).
- Look up! Ensure that every light in the ceiling works. Replace defective light ballast and burnt or nearly-burnt out bulbs. Clean the fluorescent tube lighting, diffusers and lens covers (suggestion: clean one row a week until the entire store has been done; start in the pharmacy area).
- Keep looking up! Remove all soiled and stained ceiling tiles, even if it isn't your responsibility. It could be a long wait if you are waiting for the landlord to do it.
- Dust and clean the frames and glass of all professional licenses.

Checkout Area & Counters:

- Strip clean all checkout, pickup and drop off counters. Remerchandise these areas so they remain clutter-free. Be sure to clean the top of your pharmacy counter.
- Trick: reverse the order in which the candy is merchandised underneath your checkout counter. Customers will insist you brought in new candy.
- Purge underneath all checkout counters. These should be well arranged and never have employee personal belongings in them, such as backpacks, purses, food and/or drink.

- Have a display of lip balm with SPF protection at every counter (lip balm is the #1 impulse item purchased in a pharmacy).

Refresh Your Store:

- Freshen up your waiting area with better lighting, new paint and clean chairs. Remember to offer at least one chair with arms and one without arms. I do not recommend benches.
- Paint something inside – one wall, trim, or lettering. Consider adding graphics to your walls: graphics picturing a wheelchair, wrist brace, diabetic shoe, and/or compounding are a good place to start.
- Update any signs that state your return policy.
- Check all exit signs before the fire marshal inspects your store.

Refresh Your Merchandise:

- Clean and double the amount of shopping baskets that you have available for customers.
- Add at least one new item to each major OTC category in your store. Place a “new item” sign in front of the item. This will help your image as a progressive establishment.
- Display five new signs promoting your private label brand.
- Fill your sunglass rack.
- Remerchandise any item that is sitting on the floor and not on a fixture.
- Return, donate or dispose of all 2013 calendars and date books (having these at 75% off is not doing you any good).
- Inspect all storage areas for outdated and overstocked items. Start with the drawers underneath the greeting card section. ***The owner of the store needs to do this, not an employee.***
- Discard or refill all floor displays that are half or less than half full.
- Set a schedule to visit NCPA’s [Front-End Overhaul webpage](#) with your key employees.