

New Year's Resolutions for Your Pharmacy – Part 2

Start the New Year off on the right foot with these resolutions to help you manage a more profitable store. Completing even one item a day will help you enjoy a more successful year!

Store Cleaning and Repairs

- Paint and refresh the customer waiting area.
- Brighten up the store. Check every ceiling light fixture for properly running bulbs and clean reflectors.
- Have your windows, sidewalks, doors, and floors professionally cleaned.
- Replace soiled ceiling tiles.
- Have clean shopping baskets available in the front, middle, and rear of the store.
- Verify *with your own eyes* that exterior lights and signs are turning on at the right time.
- Clean all checkout counters from top to bottom.
- Remove all obstacles from each aisle. (Example: spinners and floor displays.)

Merchandising

- Utilize “Pharmacist Recommended” signs on 25 items.
- Designate someone to be in charge of monthly price changes.
- Promote your private label with signage.
- Conduct a top-to-bottom search in all storage areas for sellable merchandise.
- Turn inventory of overstocked greeting cards stored in cabinets and backrooms into credit or cash.
- Contact your wholesaler and/or distributors for special buys on products that can be used to create exciting end-caps.
- Stock no less than four each of the five most requested items in each OTC category.
- Visit the competition and make note of what their customers are buying. Check their prices, too.
- Ask every customer, “Did you find everything you needed?”
- Closely analyze any OTC department that is 12 feet or larger.
- Keep better seasonal merchandising notes.

Employee Relations

- Insist on only the best! The only thing in your store that can't be found anywhere else is your employees. Are they the best?
- Set a monthly employee meeting for listening, goal setting, and training.
- Create an employee handbook that clearly states your store's standards for customer service ([ideas](#)).
- Establish a new store policy: every customer is acknowledged, greeted, and thanked for coming in.
- Take ownership of the front end by placing a trusted employee to supervise the front of the store.
- Allow an employee to create signs for the store two hours a week.

Personal Development

- [Renew your NCPA membership.](#)
- Have two employees attend the one day [Front-End Profit Building Seminar.](#)
- Have your employees watch videos and read tips found on the Front-End *Overhaul's* site at www.ncpanet.org.
- Consider a [virtual store assessment](#) by FEO's Gabe Trahan if your store is 3,000 square feet or less. It may be just what you need!
- Take photos of your merchandising success and share them with Gabe at gabe.trahan@ncpanet.org.
- Follow Gabe on Twitter at twitter.com/NCPAGabe for daily tips and ideas.