

# What Great Stores Have in Common

## Exterior: Looks Alive

- Signs and lighting are dirt-free and working properly.
- All exterior walls are clean and have a look of fresh paint.
- Sidewalks are clutter-free and cleaned every day.
- Entrance is spotless and well lit. (Many have awnings.)
- Doors are easy to use and clutter-free.
- Windows (inside and out) are cleaned on a regular basis (set a schedule).
- \*Ample parking.
- Parking spots closest to the store entrance are saved for customers, not for employees.
- Reserved parking for handicapped.
- Drive-thru Rx window.

*\*Stores with limited parking must offer home delivery or drive-thru and/or curbside service.*

## Interior: Open and Welcoming

- At least one image-enhancing end-cap that is well-stocked and competitively priced.
- Well lit store; all lighting is working and checked on a monthly basis.
- Clean ceiling tiles.
- Flooring is well maintained and a cleaning schedule exists to keep it sparkling.
- Music in store is set at the appropriate volume level and is chosen for the listening preference of the majority of your customers' age group.
- Aisle signs are up for health-related and personal care items.
- Easy-to-find shopping baskets are located in the front, middle, and rear of the store.
- Fixture heights of 60 inches (5 feet) or lower.
- Fixture lengths no longer than 24 feet.
- Spaces between each aisle run 4'6" to 5'6".
- Spaces between pharmacy and gondolas run 6 to 8 feet.
- Space from entrance to first fixture runs 7 feet.
- Comfortable waiting area that is located away from customer traffic.
- Private consulting and/or fitting room.

## Health & Beauty Departments: Well Managed and Inventoried.

- Employs a front-end point person.
- Competitive zone pricing in place.
- Shelf and peg control tags for every OTC item in the store.
- Best-selling products are clearly marked as "never out items."
- Sufficient inventory that rarely requires customers to come back another day.
- Utilizes "Our Pharmacist Recommends" signs.
- Has a mid- to high-end vitamin line that is promoted and recommended by the pharmacist.
- Completes a yearly update of each OTC department (two departments a month).
- Places an OTC order three to five times a week.
- Utilizes a "customer want book" at every pickup and cash register area.

- Chose a **single** private label line to aggressively promote as a preferred store brand.
- Completely in charge of the front end; vendors and suppliers are allowed to suggest changes but never allowed to make changes or place orders without prior approval.
- Has a policy to check incoming inventory for short-dated product and cleanliness.
- Straightens product on the shelf no less than once a day, every day.
- Has a cleaning schedule for the entire OTC area.
- Has sugar-free items clearly marked.

**Merchandising: Has the Supplies Needed for Proper Merchandising.**

- Has extra shelves on hand for end-caps, wall fixtures, and gondolas, stored and stacked neatly in storage area.
- Has shelf wire or plastic shelf fencing and an ample supply of pegboard hooks.
- Understands that time spent merchandising is more important than decorating the store.
- Purchases product specifically for end-caps, cash register areas, and drop-off areas.
- Notes the date when product has been displayed on end-caps and/or cash registers and replaces that product every two to three weeks.
- Has seasonal end-caps merchandised as “Relief Centers” for cough & cold, sun and skin care, and first aid.
- Has an employee capable of creating signage to support promotional displays.

**Store Owner/Manager Attributes: Respected; Trusts and Verifies.**

- Can easily be found by customers.
- Insists that proper attire be worn by all employees.
- Rewards exceptional staff and quickly removes employees that do not reflect the standards the store owner has set.
- Offers training on a regular basis.
- Sets goals for every department in the store.
- Meets with the staff on a regular basis.
- Understands that no business is safe.
- Has learned to delegate.
- Insists that staff has a friendly and respectful relationship with customers.
- Embraces change.
- Knows the store cannot be everything to everyone.
- Understands their financials.
- Is involved with the community.
- Has a marketing and donation policy (with budgets) in place.

**Store’s Reputation: More Than Customer Service.**

- Is known to be the **best at something**. For example: diabetic support center, certified shoe fitter, compression hosiery experts, DME headquarters, wound care, specialty braces, compounding, pain management, in-depth consulting, premium nutrition and wellness products, etc.
- Willing to order special needs products.
- Opens at 8 a.m. and does not close until 6 p.m. or later.