



### **Everything a customer sees tells a story!\***

I am guilty of plagiarism.\* The above quote is taken from a recent UPS Store TV commercial. It makes good sense. It causes any store owner to wonder what stories are being told by parts of their store. The photo above was taken at the entrance of a pharmacy. When the photo was shown to the owner, he quickly had the sidewalk powerwashed with steam. The cleaning of the sidewalk and along with his customers' comments impressed him so much that he resurfaced the entire exterior of the building! A year later he replaced all signage with a large, new, easy-to-read format design. The store recently won the NCPA NICE Award for the best exterior sign! Obviously, the sidewalk told the owner a compelling story!

Today, go on a hunt. Check to see if you have any of these familiar story tellers:

- Burnt out or flickering lights
- Soiled ceiling panels
- Stained or missing floor tiles
- Worn carpet
- Dead bugs in the light fixtures
- Dusty shelving
- Missing inventory
- Difficult to open entrance
- Cluttered windows
- Potholes in the parking lot
- Discolored awnings
- Defective exterior signage (I once visited a store that had the letter D burnt out of the store sign - in neon, the sign read Rug Store).

Everything I have listed, with the exception of the missing D; I have seen in the last six months. The critical part of this message that you may not have noticed was it took a picture for the owner to see the dirty sidewalk! At times we are so busy that we need something held in our face to have it be noticed. I am guilty of that as well. 😊

-- Gabe Trahan, NCPA Senior Director of Store Operations and Marketing  
NCPA's Front-End *Overhaul*