

Being the Best of the Worst Doesn't Make You a Star Tips to Understanding Sales Reports and Planograms



Rogaine & Progain are #1 in their categories. But this does not equate to being a top seller in everyday hair care sales.

These are all leaders in their subcategories. Are they all needed to meet your customer demands?
(Tip: Merchandise Head & Shoulders on same shelf)

T/Gel and DHS do have a following. Ask yourself, how many different T/Gels and DHS products warrant your inventory dollars?

Alberto VO5, without a doubt, is the #1 hairdressing in the hairdressing subcategory. Being #1 doesn't always equate to being a

I have nine brothers and sisters. My brother Clement is the #1 best singer in the family. He's awful. He would make your dog howl. Being the best of the worst doesn't make you a star. Planograms and reports often break down categories into subcategories. For example, hair care subcategories are shampoo, conditioner, hair spray, hair gel, medicated shampoo, shampoo for silver hair, shampoo for thinning hair and hairdressing crème (just to name a few). Each item in a subcategory is given a sales ranking. The sales ranking starts at #1 or A and works its way down. As I mentioned before, my brother Clement is the #1 singer, I'm #10. Neither one of us should sing at your wedding. Take a look at every OTC category that you offer in your store. Check and see how many subcategories are represented. Now look for how many "Clements" you have. Get rid of them. They will never get any better.

Tip: If you do not have a call for any of the #1/ A subcategory sellers in your hair care section then consider bringing in more depth of the true best sellers. More Herbal Essence, Pantene, Dove and Garnier Fructis. An Herbal Essence #5 / F ranked product may easily out sell a #1 / A ranked hairdressing product.

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