



One is never enough.

Possibly the single biggest and most universal mistake an independent store can make is trying to control inventory by offering the customer one of everything. Let me share with you a number of reasons why stocking only one of an item is a **roadblock to growth** and a fast track to driving a good customer to the competition's door.

When there are primarily ones on the shelf, store owners send a barrage of mixed messages:

- The merchandise is so expensive that even the store can't afford more than one.
- The store looks like it is hanging on by a thread... soon to be going out of business.
- Ones shout: "This is our last one!" Many people prefer not buying the last one on the shelf.
(Ever notice how difficult it is to sell the last few items from a display?)
- Sorry, we are not successful enough to buy more than one of each. If you need more than one or if someone with you or the person behind you also needs one, we suggest you go down the road to the next store. They have plenty.

Some like to argue that there is no reason to have more than one on the shelf because they get a delivery every day. **Sales can never grow** to more than one sale a day. **Save on labor!** The labor of putting out an item every day for 5 days is many times more expensive than putting out 3 of an item every few days. Most importantly, **ones breed zeros** (outs). Zeros on the shelf drive customers to the store down the street.

Inventory at least 2 each of traditional HBA items. Obtain a report that indicates the **20** best sellers of each of the **health-related** categories and **15** best sellers in the personal care product lines and carry no less than **four each**. Make an effort to stock a private label for each of the top selling health related products. **If you are concerned with outdates, then first check your retails!**

Thank you for being a member of NCPA! Gabe Trahan