

Spring Forward! -- Part 1

It's officially spring, a time to take a fresh look at your business and do a little spring cleaning. Here's a checklist of items to complete to make your store look and feel new.

Start here first: Paint and clean the employees' bathroom (everything will go much more smoothly if you start here first).

- Next, brighten up the appearance of the public restroom, employees' break room, fitting room and counseling area. Set a reasonable budget to bring a fresh look to these areas. Remember, paint and a little artwork will go a long way.
- Be sure to set a cleaning schedule for all of the areas mentioned above.

Next, focus on the exterior of your store.

EXTERIOR:

- Start by looking up! Clean underneath overhangs and awnings. A good sweep with a broom will get rid of all those cobwebs.
- Next, clean or replace all exterior lighting. Add more lights if necessary. For security and safety reasons, eliminate all dark areas outside of your store.

Signs:

- Test exterior signage for proper illumination. Does your sign read Drug Store or Rug Store?
- Reset timers for signage and have the signs turn on the minute you open and not shut off until your store is closed, even on sunny days!
- Invest in a sidewalk sign and/or temporary banner promoting your compounding or diabetic shoe business.
- Consider additional signage for either the back or the two sides of the building. If you can see any of them from the road, you should have a sign.
- Remove all signs from the door; only store hours, written in white, should be on your entrance door. Your entrance door should not look like your refrigerator door.
- Remove discolored, outdated and unnecessary signs from your window.

Cleaning:

- Have all windows and doors inside and out professionally cleaned. Pay special attention to all door handles – these need to sparkle. This is the one item that every customer at one time or another has to look at and touch.
- Power wash the sidewalk area. Try this once and you will be amazed at the results.

- If you have a trash can near your store, make sure it looks new and clean. Do not let a beat up, overflowing trash can spoil the looks of your store.
- Set a cleaning schedule with assigned duties for the exterior of the store.

Refresh Your Store Entrance:

- No one should be allowed to smoke in front of your store. Customers should not be exposed to secondhand smoke or a trail of cigarette butts as they enter and exit.
- Paint something outside – trim, poles, columns or the entire exterior front. This will do wonders for your store entrance.
- Look alive: add some color to your store with flower boxes or flower pots.
- Restripe the ADA parking area. Clean the handicapped parking only sign.
- Consider investing in easy-to-open or automatic doors, especially if you offer DME products.

Check back in two weeks for a complete checklist to spring clean the interior of your store.