Here Comes the Future...

Will you survive?

Harold Lloyd Presents
Independent Operator
(1931? to 2015?)
Here Comes the Future!
Will I Survive?

1. Points of Differentiation
MEN IN KILTS
1.877.777.KILT (5458) meninkilts.com

Window Cleaning • Gutter Cleaning • Pressure Washing

No Peeking!
HLp's 25 Alternative Strategic Points of Difference

“Your Mission is to be the Best in executing the following 25 Strategic Points of Difference”

- 1. The Freshest products
- 2. The Greatest Variety of products
- 3. The Low Price leader
- 4. To be Price Competitive
- 5. The Easiest to shop
- 6. The Most Community Involved
- 7. The Cleanest, most Sanitary
- 8. The Highest Quality Image
- 9. The Most Knowledgeable Staff
- 10. The Best Place To Work
- 11. The Most “Kid” Friendly
- 12. The Most Savvy, Niche Marketer
- 13. The Fastest, Most Efficient Checkout
- 14. The Most Fun (i.e. Treasure Hunt)
- 15. The Friendliest Place in Town
- 16. The Most Convenient Location
- 17. The Greatest Selection of Services
- 18. The Most Cost Conscious
- 19. The Most Technologically Advanced
- 20. The Most Unique and Creative Operator
- 21. The Best Meal Marketer (Food Service)
- 22. The Most Personalized Service
- 23. The Strongest Controlled Label/Signature Items
- 24. The Most Socially Responsible/Environmentally Friendly
- 25. The Most Promotionally Exciting

How to Choose

To choose the perfect strategy for you, answer the 3 determining questions:

1. Is being the ________ est something YOU truly want to achieve?
   - Yes ☐   No ☐

2. Is being the ________ est something the CUSTOMERS in your marketing area really want?
   - Yes ☐   No ☐

3. Is your COMPANY physically, financially, and intellectually capable of achieving the ________ est?
   - Yes ☐   No ☐

If you can answer “Yes” for each of the 3 questions, that particular strategy is a perfect one for you.
Celebrating FRESH!
UNATTENDED CHILDREN WILL BE SOLD AS SLAVES!

No One Under 18 is permitted without the Supervision.
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1. **Points of Differentiation**

Add 2 points for each of your Strategic Points of Difference.
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2. Updated Facilities
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2. **Updated Facilities**

1  2  3  4  5  6  7  8  9  10

*Deduct 1 point for each year since last major remodel.*
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3. Associates’ Attitude
Introducing our Master Certified Produce Expert

Specially trained to bring you the industry's most delicious fruits and vegetables in the world! They're in the Produce Dept., so you can count on peak flavor and perfect taste.
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3. **Associates’ Attitude**

The number of your Associates (out of 10) who would say they **really enjoy their job**.
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4. Managers’ Attitude
Managers Take Action

Industry Professional Store Manager Leadership Forum demonstrates the power of sharing.

By Joan Driggs

The Retail Feedback Group.
The first Store Manager Survey was fielded in 2012 in order to provide our independent operator members a glimpse into the psyche of a store manager. The results offer insights into their career goals to compensation,” says Dymagarr Farr, SVP, FMI number services. “Given the benefit of the findings, the survey grew to include all store managers in 2014 and will be conducted on a yearly basis.”

A key finding is that more than 90 percent of store manager respondents “love the job,” but store managers said they were often challenged to find a “healthy balance” between work life and home life. “By understanding managers’ job perceptions — what works well and what needs improvement — we can take steps as an industry and at our own companies to improve the engagement and performance of the men and women who are running our stores,” according to the survey.

Lloyd presented the thoughts provoking findings of the survey at FMI Connect and added his idea of hosting a forum for top store managers. “I wanted to work through the life of a store manager and share it in both the eyes of the industry and the public,” he says. Attendees expressed support.

As a follow-up, “I contacted 40 of the best retailers in North America and received a positive response from more than 30 of them,” he says. In the end, 27 retailer businesses were represented by 36 store managers at the first Professional Store Manager Leadership Forum (PSMLF), held in December 2014 in Virginia Beach.

The forum was a remarkable example of industry players working to “lift all boats.” “I want to share as much of your story’s best practices with you as I can,” a North Carolina store manager told fellow attendees as he introduced himself. “We want to grow the industry.”

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Welcome To Gr

DUANE BABBITT
STORE SUPERVISOR
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4. **Managers’ Attitude**

The number of managers in your company (out of 10) who would say they **love going to work** almost every day.
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5. Listening to the Customer
**At Whole Foods Market**, we welcome your comments, suggestions, and questions. Please take a moment to give us your feedback. If you would like a personal or confidential reply, please include your name and phone number.

**OUR RESPONSE**

Even more appalling is when you walk past the public restroom, and hear a flush, and then immediately the door opens. Yuck! Sample at your own risk!

**OUR RESPONSE**

We love customers like you.

**OUR RESPONSE**

I love this store. The people are friendly and helpful. I appreciate that very much.

**OUR RESPONSE**

P.S. I don't eat the samples!
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5. **Listening** to the **Customer**

Add 2 points for each different feedback method currently producing customer feedback for you.
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6. Critical Index Reporting (KPIs)
Only 3 in 100!
IPM RESULTS

Are you above 16?
Check your IPM's today!
CUSTOMER GREETING SCORE

GOAL!

How are our customers greeting us?

60% 2x
This Month

6 Month Average

87.8%
This Month

87.7%
6 Month Average

SPEED OF CHECKOUT

GOAL!

95%
90%
85%
80%
75%
70%
65%
60%
55%
50%

Tobacco Training
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6. **Critical Index Reporting (KPIs)**

Add 2 points *for each Critical Index you track, trend, and share with your people.*
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7. Community Connection!
(aka...Your Relevance)
54th Dan's Anniversary Celebration!
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7. Community Connection!

What percent of the community truly appreciates the fact that you are in business?
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8. Technologically Prepared to Fight
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Will I Survive?

8. Technologically Prepared to Fight

Deduct the number of years you are behind the industry in technological efficiencies.
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9. **Affiliation with Your Suppliers**
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9. Affiliation with Suppliers

On a 1-10 scale, how would a composite of all vendors rate you as being professional, aggressive, and fair.
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10. **Marketing Magic or Rubber Stamped Repeats?**
Red Taped Bananas
Reduced
$ .19 lb
Reg. Bananas $ .49 lb
MACEYS IS... LEGENDARY... JUNE IS... NATIONAL DAIRY MONTH
FREE KNIFE SHARPENING

Bring in your household knives and our professional butchers will sharpen them for you!

Serrated knives are not included in this offer.
PICK OF THE WEEK
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10. **Marketing Magic**

On a 1-10 scale, *how creative, impactful, and energized are your Advertising/Marketing Initiatives*
Who do you identify with?

1. “Get LEAN”
2. “Stay SHARP”
3. “When’s LUNCH?”
4. “Be SMART”
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Bonus Points!

Add 10 points if you love your job at least 70% of the time.
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The Probability is:

? %
SUPERMARKET Rules!

52 ways to achieve supermarket success
by HAROLD C. LLOYD
illustrated by STEVE HICKNER

Thank You!