

## October Retail Tips

Top Tips - part seven

All Systems are go .....

This month I want to talk about ... Systems !

Before you switch off from this slightly dull but very necessary topic, consider this....! Any task you do, that you don't have a system for, means that you'll always be the one who has to do it !

I mean, at best someone might do it once in a while, or when you yell at them.... But if you have a system in place, then it should always get done when you want, how you want and by the person you want to do it....! Think about it for a second.... Do you have daily, weekly and monthly checklists? Do you have window display checklists, cabinet lighting checklists? Cleaning rotas? I could go on for hours here – you know the kind of things I'm talking about....

Unless you systemise the necessary jobs, they'll get done on an ad hoc basis. Brad Sugars put it this way: "Systemise the routine – Humanise the exception" or more simply, have systems in place so that anyone can deal with the day to day stuff, leaving your key people (or you..?) free to deal with the things that only you can deal with.

Writing a manual for your shop might seem like overkill, you might think you're too small to do this, but it will save you literally months in the future. No more explaining and re-explaining every time you get new staff. If you write it down once and create systems and checklists for jobs to be done, then it will get done. The only thing for you to do, is check that the systems are being maintained..... This frees up your time immeasurably to do the stuff that you like to do, rather than clean the stockroom because no-one else seems to care about it !

For those of you who're saying, "But I don't really have anyone to give the checklists to, or to write a system for – there's only me...?" Think about systems as a blueprint for the future, even if there's just you and a long suffering spouse at the moment, at the very least having a written system will avoid lots of confusion and misunderstanding... so why not write your shop's manual today – you can always refine it as you work out better ways to do things.....?

As always we love to hear your feedback, so if you've tried any of our tips, please let us hear your stories.....

Thanks for reading

