

CFR Improvement Plan – Store Level Actions

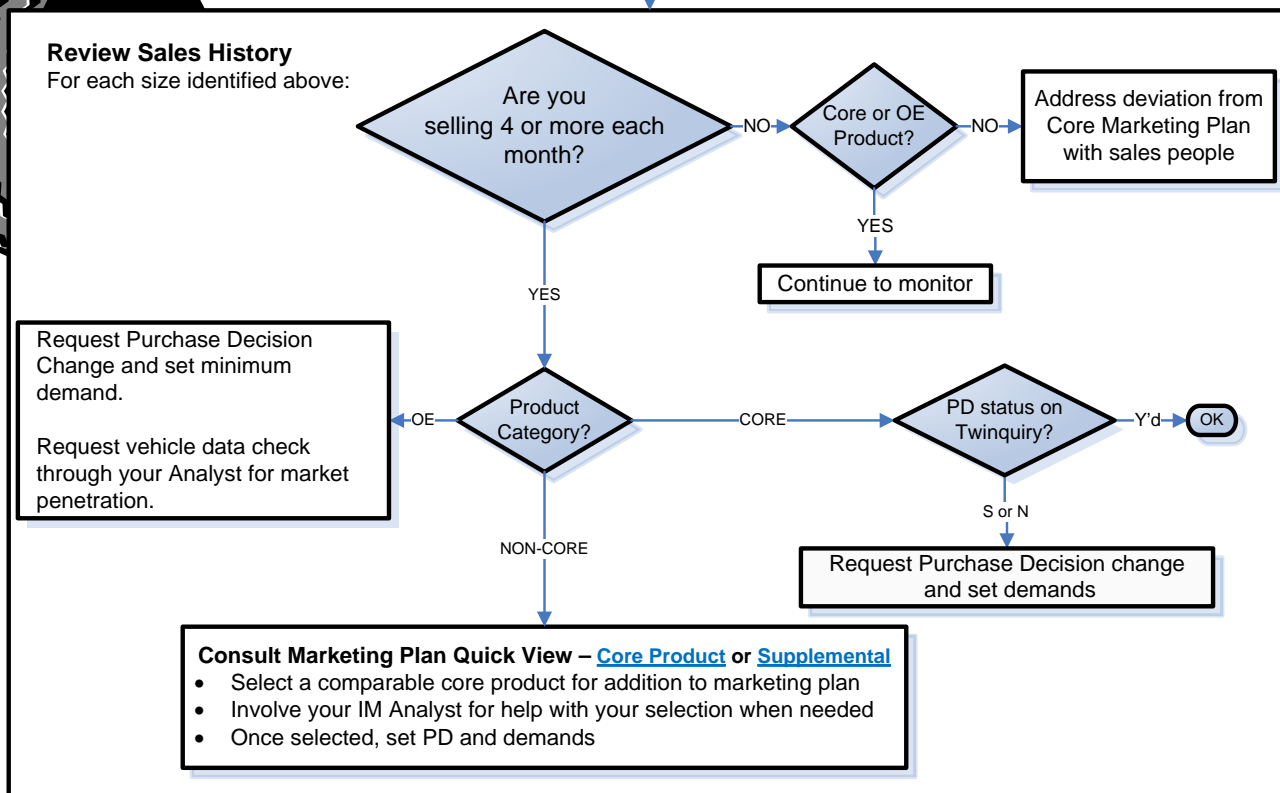
Run Reports from Check out Report menu:

- Select Date (prior to current date)
 - Daily Intra-Company Transfer Log
 - Daily Receiver Log

To reduce outside purchases, respond quickly to growing sales trends, and control expenses, review and compare receivers to sales history **every day**.

Review Sales History

For each size identified above:



Product Categories

Contact your Inventory Analyst for direct assistance in each category.

Address Deviation

Address deviation from Core Marketing Plan with salespeople:

- Use actual examples from transfer and receiving logs.
- Through discussion and questions, determine why we may not be using Core Products.
- Review the Marketing Plan Quick View – Emphasize the importance of using Core Products in support of our Product Strategy and Strategic Vendors.
- Evaluate each individual's understanding of the Core Marketing Plan and coach as needed.
- Role play sales process as needed to support use of Core Products.

Contact

Any questions about the Marketing Change Request Form, Marketing Plan Quick View or Core Marketing Plan, please contact a member of the Product Marketing & Development team at phone here or email here.