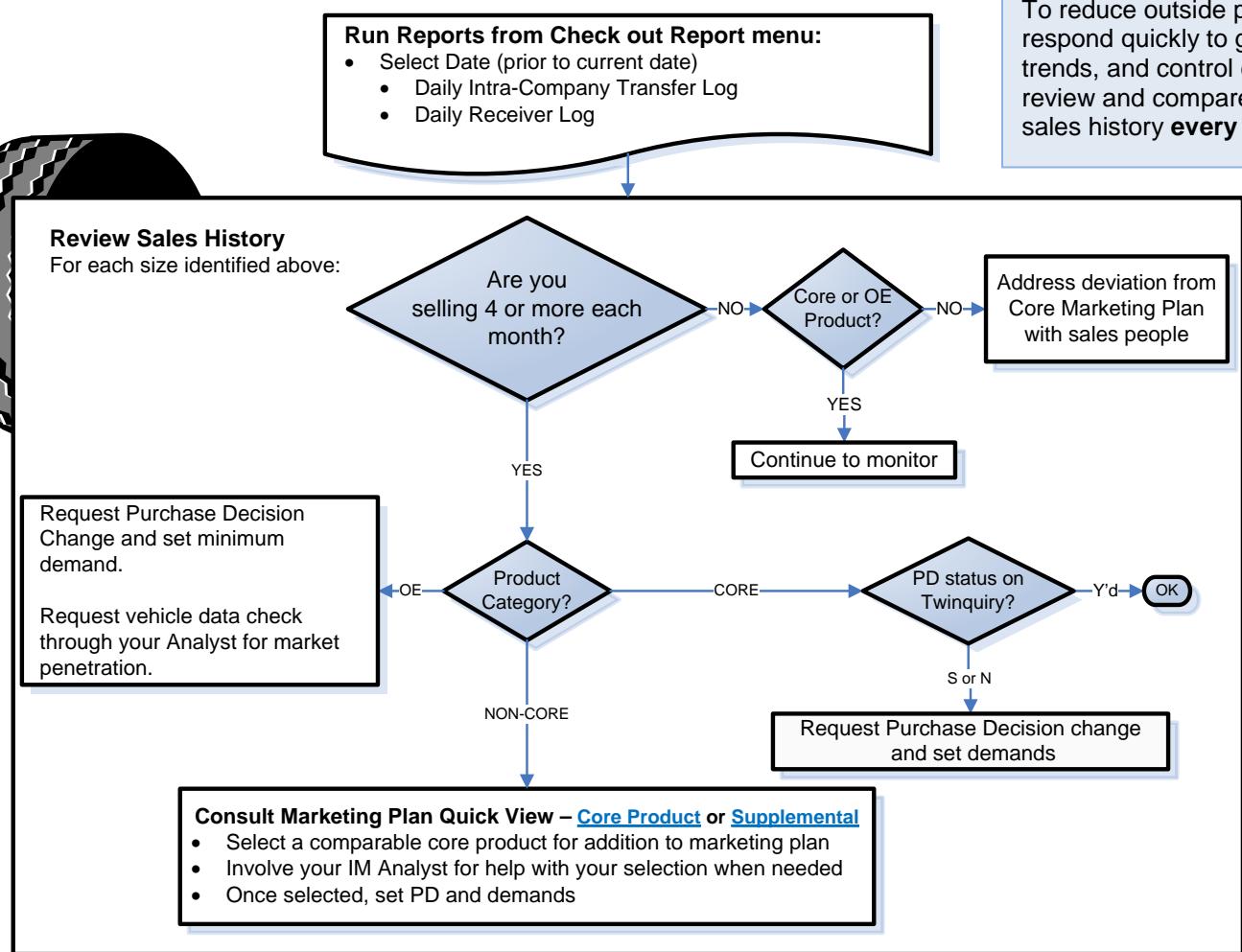


CFR Improvement Plan – Store Level Actions



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](#).