

TASK: To discover the true capabilities of your outlet.

From time immemorial, retailers have been using points of sale to measure, manage and compare their activities. These data enabled them to know **how much the potential of their retail businesses had been fulfilled**. The problem is that retailers usually get such data only on those who has bought something, and not on all their visitors.

What you really need is to receive the information on the real potential of your outlets. We do not mean only the number of your visitors and the volume of your sales we also mean the percentage of your customers to all your visitors. This information concerns your lost opportunities in other words, **the real potential of your outlets**.

SOLUTION: CountMax.

Why is it so important? An example for you:

Let us look at two stores located in one and the same district. The levels of their sales and their promotion policies are identical (See Table 1). Earlier it was only the data your POSes produced that were used to measure the results of efficiency. That is one might think that the operating efficiency of these two shops is the same.

Table 1

| | Store A | Store B |
|--|------------------------|----------|
| Expenditures for Marketing & Advertising | Identical and constant | |
| #Number of Purchases | 200 | 200 |
| Average Sum of Purchases | \$60 | \$60 |
| Weekly Income | \$12,000 | \$12,000 |

Now let us imagine that the data that our equipment has delivered to you say that Store B operates worse than Store A. Table 2 shows that Store B has been visited by 1, 000 people, while only 800 people have visited Store A. That is, the Conversion Rate (visitors to customers) is 25% in Store A, while this rate in Store B is only 20%.

Table 2

| | Store A | Store B |
|--------------------------|----------|----------|
| #Number of Purchases | 200 | 200 |
| Average Sum of Purchases | \$60 | \$60 |
| Weekly Income | \$12,000 | \$12,000 |
| Number of Visitors | 800 | 1000 |
| Conversion Rate* | 25% | 20% |

* Percentage of customers to all the visitors

It is quite obvious that salespeople in Store A operate more efficiently, as their shoppers finished their shopping visits with real purchases 5% more frequently. Grounding on such information, one could make productive solutions based on real facts. Such solutions may concern the personnel motivations system on the ground of their real efficiency. Monitoring the Conversion Rates and improving it could increase the profitability of your stores without extra expenses on advertising, PR, promo actions, attracting new potential clients.

RESULT: Increase of your incomes.

Let us imagine that tops of Store B have improved the Conversion Rate from 20% to 22%. It means that every week 220 (and not 200, as earlier) visitors of 1, 000 buy something. If we re-calculate it for the yearly result, we shall get \$62, 400 of extra income. And this money has been got without spending anything for advertising & marketing. It was only CountMax and inner resources of the company that were used.

With such extra incomes, if we improve the Conversion Rate **in a retail chain of 100 stores only on 1%**, the yearly income shall increase on **\$3.12m**. **The conclusion is obvious. When getting such useful information, a retail chain can get millions dollars of extra incomes every year.**

