**T & S Management Services, LLC**

***We Are A Training Solutions Company***

As you view the presentation slides and listen to other retailers in audience discuss changes needed to Meet the Competition, you will be given time to make notes on the changes YOU feel are necessary for YOUR store.

Identify who and what your competition is.

* What are they doing better?﻿
* What are they doing, not as good as me?
* What can you do to overcome the competition?

How does your store measure up?

* All store owners and managers will be asked to visit competition and complete an analysis compared to your store(s).
* As your customers to survey your store.

Rate your store vs. competition.

* Store appearance (inside & outside)
* Product selection and merchandise
* Hours of operation
* Customer service, professionalism
* Rest rooms
* Loyalty programs
* Traditional merchandising
* Social media
* Branding i.e., Coffee Service
* Customer Surveys

What do you need to do at your store to Meet Competition?

* What changes need to be implemented?
* How long will it take?

Personnel

* Positive relationship between store and customers
* Best training practices
* Motivation

Promotions (recognize your customers)

* Product specials
* Customer appreciation
* Anniversary sale

Technology

* Gas buddy.com

Oil company rewards programs