



Market Measure – The Industry's Annual Review

LESSON OBJECTIVE: Give employees a big-picture overview of what happened in 2017 in the home improvement industry. Then, talk about how you can grow sales in 2018.

ESTIMATED COMPLETION TIME: Approximately 15 minutes to view the video. Allow another 10 minutes to talk through the discussion points with your employees.

HOW TO USE: View the video. If you wish to spend additional time, use the discussion guide below.

ADDITIONAL DISCUSSION:

After hearing about what has been going on in the overall home improvement industry, talk about what's been happening in your store and how everyone can work together to improve sales next year.

- How is your store doing? If you feel comfortable sharing numbers, you can share some big-picture numbers that give employees an idea of how sales have been at your store for 2017.
- Where have you gotten the biggest increases in sales in 2017? If you are able to pinpoint particular categories, talk about what have been the strongest sellers in 2017, and why.
- How does your stay competitive? This is the time to review your competitive advantage over others in your market. Talk about what makes your store different and how you plan to continue that into 2018.
- How does having a profitable store benefit all of us? Talk about how store profit affects the pay and benefits each employee receives.
- What can everyone in the store do to increase sales? Every employee can be involved in helping the store have a profitable year. As an example, every employee working on the salesfloor should be suggesting add-on sales to customers, as this will increase transaction size.

ADDITIONAL TRAINING: To teach employees more about profit and loss in the store, view "Our Three Pennies of Profit," available free for all retailers at www.nrha.org.