

Easy-to-accomplish tasks that can improve the appeal, popularity, and performance of **your store**.



99

ways to make

a positive difference in your pharmacy

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■ Merchandising

- Stock and promote products from local companies
- Resize your departments based on market needs
- Identify your most productive categories
- Maintain good in-stock condition
- Cross merchandise
- "Shop" the aisles
- Implement planograms
- Stock new items – the right ones
- Enter your store through the front door
- Rotate your endcaps every 45 to 60 days
- Remove slow-moving items from inventory
- Stock OTCs that address prescription side effects
- Position departments to make the most of cross-selling opportunities

■ Planning

- Find a new market niche
- Develop an online presence
- Establish a vision for your pharmacy
- Compare your performance to a model
- Determine your points of differentiation
- Identify your competitors' strengths and weaknesses
- Explore social media and how you can benefit from it
- Evaluate your progress versus your plan
- Visit with your wholesaler for new ideas
- Assess your strengths and weaknesses
- Price wisely against competition
- Price cash prescriptions smartly
- Conduct a demographic study
- Develop a marketing plan
- Plan ahead

■ Management

- Laugh out loud – you'll get more exercise than frowning
- Reward employees for spectacular customer service
- Invite your staff to implement one of their ideas
- Set an example of how to treat your customers
- Try a new way to motivate your team
- Develop a staff/employee manual
- Eliminate "Can't Do" attitudes
- Mentor a pharmacy student
- Remain optimistic
- Have fun!**
- Listen to your staff
- Delegate responsibility
- Put smiles in the aisles
- Attend a training seminar
- Build your communication skills
- Be accessible to your employees
- Make a mistake – then learn from it
- Conduct a formal staff training session
- Give name tags to your team members
- Train your staff in the art of add-on selling

■ Promotion

- Promote new items
- Conduct a health fair
- Offer free tasting samples
- Watch your traffic patterns
- Find out what advertising is working
- Send introductory letters to physicians
- Recommend your private label/store brand
- Drive impulse sales with colorful, professionally-printed signs
- Use promotional aisles to engineer store traffic
- Put shopping baskets near your pharmacy
- Add recorded messages to your phone
- Promote slow-movers in a dump bin
- Encourage full store shopping
- Create a theme promotion
- Establish a web presence
- Have an open-house
- Use bag stuffers

■ Growth

- Become *the* vaccination center in your community
- Form partnerships with local healthcare providers
- Ask a friend what you could do to improve
- Learn from a successful retail merchant
- Be a member of industry associations
- Partner with other local businesses
- Become active in your community
- Attend an industry event
- Join a co-op program
- Become a specialist

■ Facility

- Use energy-efficient lighting
- Paint your walls light, fresh colors
- Design a professional waiting area
- Dust those shelves in the front-end
- Have your floors professionally cleaned
- Get your windows professionally washed

- Develop a customer profile
- Be accessible to your customers
- Answer the phone professionally
- Provide total customer satisfaction
- Develop a while-you-wait program
- Mail birthday and special wish cards
- Thank every customer for their business
- Find out when your customers want to shop
- Greet customers as soon as they enter your store

■ Customer Service

- Recommend products to improve patient health
- Develop a healthcare information center
- Participate in smart-buying programs
- Develop a customer loyalty program
- Convert a prescription-only patient
- Meet one new customer each day
- Talk to your customers every day
- Solicit customer suggestions



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