

# Two Questions That Will Help Your Stores Sell More

You're frustrated that the millions you're spending on marketing aren't translating into the sales you expected. But the problem is your store teams don't have what they need to make that happen. The good news is...you can easily give it to them.

There are two questions that every store manager must be able to answer:

- 1 "How many people visited the store today"?
- 2 "What percentage of those visitors actually made a purchase or were converted into a sale"?

The questions are simple enough, as long as you have the right data to answer them. And, it all starts with store traffic counts.

## Why do these questions matter?

1. If you know traffic for each of your stores you also know how much opportunity they had to actually sell. Were your sales down because your stores weren't busy? Or, do your stores need more help turning shoppers into buyers?

2. Shopper 'conversion', or simply 'conversion rate' is an important measure of how well each of your stores are doing at converting store visitors into buyers. It tells you how well your chain and each store is performing compared to the actual sales opportunity.



## It's easy to calculate conversion rate.

You simply take your total sales transaction count and divide by the number of people who visited your store or 'store traffic count'. If you completed 250 sales transactions in a day, and there were 500 store visits for the day, then your conversion rate would be 250 divided by 500, which equals 50% – you would have a 50% conversion rate.

$$\text{Conversion Rate} = \frac{\text{Sales Transactions (Buyers)}}{\text{Traffic Count (Visitors)}}$$
$$50\% = \frac{250}{500}$$

The whole goal is to improve your conversion rates... to ensure that every shopper who visits your store leaves with the purchase that they came for. And that's why store traffic and conversion rate are important.

## How can you help your teams sell more?

1. Provide your teams with traffic data for each of their stores.
2. Be sure your store teams know their conversion rates. Because... those lost sales you're looking for... they are in the conversion sags that show up in each of your stores. Help your teams find them and fix them.



"Can every one of your store managers tell you when traffic was in their store and what their conversion rate was for the day? They should! Can you?"

Mark Ryski Author, Founder & CEO of HeadCount

Curious how we could help you sell more?

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