

smt Rapid Health Check

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Area Managers

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SMT Consulting is pleased to offer a **Rapid Health Check** of your **Area Managers** procedures, people and systems.

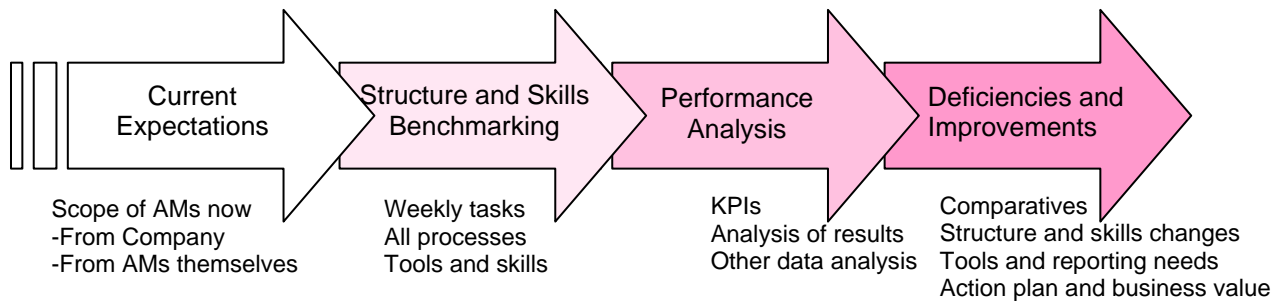
Area or Regional Managers are the retailers arms and legs out in “operations land”. They are your internal police, school teachers, mentors and motivators. Without this Area Management level, the coordination between stores and corporate has no facilitators.

The importance of Area Managers to good store level execution of corporate and buying tactics is impossible to overemphasise.

SMT Consulting has direct operational experience and has created a simple Health Check process to audit the effectiveness, and deliver improvements to this area of your company structure.

Our 4 phase Rapid Health Check is designed to simply and quickly analyse your process and performance in this important area.

Best Practice Principles
Quick Review
Minimal Disruption
Focused Results



RAPID HEALTH CHECK – AREA MANAGERS				
Phase 1 Why, What For?	2 hour discussion Exec Team	2 hour discussion Area Managers (selected AMs)		
Phase 2 Structure & Skills Measure	Store Operations Discussions	Time spent with each AM	Review of Job Descriptions and AM Profiles	
Phase 3 Performance Analysis	Data Requirements handover	Pre-AM Discussions Analysis	Full Analysis of AM Results at Store and Area Levels	
Phase 4 Deficiencies & Improvements	Review of Merch Planning Reports		Analysis by SMT Team	Presentation of Findings
	Day 1	Days 2-4	Days 4-7	Day 8-9
				Day 10

The results will include

- ◆ Comparative results by AM
 - ◇ Per store, per period, season
 - ◇ Store based activities of AMs
 - ◇ By variant - sales, stock, GP, returns
- ◆ Impact on store staff of AMs
- ◆ Best # of stores per AM, brands, types
- ◆ Skill deficiencies by AM, overall
- ◆ Provide a plan for improvement
- ◆ Define the \$ REWARD for improvement

Do you want to:

- Improve your store level execution of corporate tactic
- Create a trained, motivated and accountable AM model
- Focus AMs on each of their stores’ deficiencies
- Ensure visibility of performance and improvements



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