

## 10 Ways To Be A Better Store Manager

Here are 10 things you can do today (or tomorrow) to be a better store manager:

1. Take one of your employees out for a cup of coffee and spend some quality one-on-one time. Be sure and ask what *you* can do to improve the store and make it a more enjoyable place to work. Also ask what you can do to help them develop.
2. Watch and listen to your staff interact with customers, and then give them feedback. First tell them three things they did well. Then tell them three things they could have done better. Always end a feedback session expressing your confidence in them and your appreciation for their efforts.
3. Create a fun one-day contest that involves the whole staff. Here's one that is fun to do and fun to watch. First, pick an area of focus. It could be selling products over a certain price point. Or it could be selling add-ons or complete solutions. One of my favorites is exhibiting a desired behavior. Purchase a bouquet of flowers and put it into a container in the backroom or on the back counter. Then with either plastic bottles or cups create a vase for each employee working that day. Every time an employee achieves the goal you've set they move a flower from the bouquet into their vase. At the end of the day the employee with the most flowers in their vase wins. The winner gets to take the flowers home as well as something like a gift certificate to a local restaurant.  
  
*Learn how to create great winning contest with our white paper, [Design and Execute an Engaging Contest](#).*
4. Always, always, always, thank your employees for their contribution and efforts when they're leaving for the day.
5. Spend 15 minutes working on your own development. Whether by it's reading a book, a magazine, or a newspaper, you must drive your own development. To develop as a leader we must always be expanding our own base of knowledge.
6. Straighten up your office. You can't expect your employees to have spotless work spaces if you don't.
7. Be the first one to clean this morning or at closing. It's amazing how much your staff respects you when you join in and clean. I know you have a lot of other things to do but working side by side with your staff is invaluable.
8. One of the biggest mistakes store managers can make is to spend hours working in the office and then come out on to the floor and try to take charge. The best thing you can do when you come onto the floor is to ask the staff how you can help. So often I see a manager come out from the office, see a customer in the store and ask an employee if they've been helped. You know the employee is dying to tell the manager "If you'd been on the floor you'd know that we've approached him twice." Come out to help, not take charge.

9. Engage a customer and be the reference standard. Successful managers know that there is no such thing as "do as I say and not as I do". If the reference is to welcome every customer then the manager should be out front welcoming every customer. Leaders always go first.

10. Repeat the first nine things every day!

**About the author:** Doug Fleener is a veteran retailer with over 30 years of hands-on retail experience with world-class retailers including Bose Corporation and The Sharper Image. He has also owned and operated his own specialty stores. As the Director of Retail for Bose Corporation, Doug was instrumental in developing the unique and engaging retail methods that have become the industry's benchmarks for experience based retailing and superb customer service.

Doug is now president and managing partner of Dynamic Experiences Group LLC, a Lexington based retail consulting firm dedicated to helping retailers create unique customer experiences that results in higher sales and profits. Learn more at [www.dynamicexperiencesgroup.com](http://www.dynamicexperiencesgroup.com) or call Doug at 866-535-6331.

Fleener also shares his knowledge of experience based retailing in a series of custom key notes and workshops designed for stores, businesses, corporations, non-profits, and trade associations of all sizes. His casual style and quick wit make him not just a crowd pleaser but also an incredible motivator, encouraging people to take action and deliver extraordinary experiences to customers and employees alike. Learn more at [www.dougfleener.com](http://www.dougfleener.com).