

# BREUNING

IN YOUR STORE

## SHANE DECKER ON ORGANIZATION



FRESH IDEAS  
TO BETTER YOUR  
BUSINESS



# TIPS

SALES

## The Short List

### ORGANIZE TASKS TO AVOID PROCRASTINATION AND IMPROVE CONCENTRATION.

**O**RGANIZED CRIME is a bad thing, sure. But for retailers, being *unorganized* is the real crime — for your business, your employees, your customers, and for your own personal growth. Here's why.

When you're unorganized, you procrastinate more. When you procrastinate, you get stressed. Now you're not in a good mood, your management skills go down the tubes, no one wants to be around you, and your closing ratio goes down because clients can tell you're stressed.

So how do you become more organized? Well, everybody has a long list of to-do items; this could be 30, 40, or 50 items. Usually it's a mental list and not written down. That can be overwhelming, so we put off doing any of it.

The solution is the short list — one you write every evening before you go home. Here are the rules of the short list:

- ➔ It will have three to seven items on it.
- ➔ You will have it done *every* evening before you go home.
- ➔ The short list always has one item from your long list.

In a month or so, your long list will have 20 to 30 fewer items, and the short list will also have two or three urgent items to be taken off each day. Mentally, you feel better because it gives you a sense of accomplishment.

When you write down tasks, you don't have to worry about them on your way home or that evening, because you *know* you'll take care of them the next day. So your family time becomes more enjoyable, you're more relaxed, and you're staying on top of what's important.



With the short list, nothing falls through the cracks. Sales and closing ratios improve because you can concentrate on the client in front of you.

Leadership improves because it becomes more proactive and less reactive. The store wins because it not only looks better, but it's a more comfortable and happier work environment.

So promise yourself to have a new short list every night before you go home to complete the next day. Your store and your customers will thank you!

**SHANE DECKER** has provided sales training for more than 3,000 stores worldwide. Contact him at (317) 535-8676 or at [ex-sell-ence.com](http://ex-sell-ence.com).

### DOUBLE YOUR TALENTS

Capitalism saves its biggest rewards for those with something rare, like a talent for shooting hoops or writing bestsellers. The odds against being the *one* are so enormous that Scott Adams, the creator of *Dilbert*, suggests you don't even try. He recommends being good (instead of great) at two things. "It could be as simple



as learning how to sell more effectively than 75 percent of the world," he writes on [dilbertblog.typepad.com](http://dilbertblog.typepad.com). "Add to that whatever your passion is, because that's the thing you'll put enough energy into to reach the top." Stated like this, it sounds obvious. But have you ever been slow to brush up on your sales skills, because you knew you could always lean on your bench work?

### ASK FOR A REVIEW

Got a happy customer in your store? Steer her to your website and ask if she would be willing to write a positive online review.

### COMPARE WHITES

Want to sell more platinum? Keep an old white gold ring and a platinum one behind the counter to show customers, recommends industry veteran Sissy Jones, owner of Sissy's Log Cabin in Pine Bluff, AR.

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