

THE RETAIL DOCTOR | BY BILLY CUTHRELL

Your Q2 Checklist

OK, folks. We've wrapped up the first quarter of 2017, and we're at the start of the second quarter. We're all busy, and we all have a long list of items to keep track of, but it's imperative for us to revisit the resolutions, review current P&L statements, operations checklists, sales goals, inventory commitments, websites and social media accounts to see how we're doing so far.

Some of these items may be no-brainers, and some may have been on the top of your list and will serve as a reminder to just get it done. The following points are not definitive, as every business has different needs and operations. If you're a brick and mortar with a small online footprint or are 100 percent online with no brick-and-mortar footprint, then some of these may not pertain to you at all. However, the list I've compiled below offers a great place to start. Feel free to edit and add to it as needed.



Revisit resolutions, review statements and operations checklists for a successful Q2

to see what they are offering regarding sales, promotions and customer incentives?

- 8. Are your bathrooms clean?
- 9. Do your carpets and flooring need updating?
- 10. Have you comparison shopped providers for merchant accounts and frequently used items such as toilet paper, hand towels, hand soap, cleaning materials and receipt paper?

Maybe it's time to look at the annual savings if you buy from another provider or process credit and debit card payments through another provider.

EMPLOYEES

- 1. Have you made sure all employees fully understand your lesson offerings, sales promotions, discounts and customer incentives?
- 2. Do you schedule regular staff meetings?
- 3. Do you have an event calendar in place?
- 4. Do you offer sales bonuses?
- 5. Do you have an internet/social media policy in place?
- 6. Have you updated the employee handbook?
- 7. Have you updated important contact numbers and placed that list at the front desk for easy reference for managers and employees to use in your absence?
- 8. Do you offer regular training to employees for phone and email etiquette?
- 9. Do you offer regular training on adequate customer service procedures?
- 10. Do you offer industry specific incentives for employees and staff?

TEACHERS

- 1. Do teachers have insurance if they are contractors?
- 2. Do you have a teacher manual?
- 3. Do you provide training on

adequate customer service procedures?

4. Do you have an internet/social media policy for teachers?
5. Are teachers actively promoting you on their social media outlets and do you reciprocate?
6. When was the last time you updated teacher bios on your website?
7. Do you spotlight teachers on your website/social media outlets?
8. Do you have a schedule for regular teacher meetings?
9. Do you provide options for teachers that your competition doesn't?
10. Do you offer retention bonuses if they have low student turnover?

TECHNOLOGY & SOCIAL MEDIA

1. Have you updated your website in the last six to 12 months?
2. Are you updating your social media regularly?
3. Do you have a tech manager?
4. Do you have an IT person?
5. Have you updated your computer infrastructure to protect and backup your POS systems?
6. Do you have a budget for updated technology purchases?

LESSONS

1. Have you reviewed your insurance policies in the last year?
2. Have you assessed your teaching rooms for equipment needs?
3. Do you incorporate technology into your lesson programs?
4. Do you offer online lessons?
5. Do you offer lessons that your competitor might not?
6. Have you updated your lesson policies and prices in the last year?
7. Do you offer a music summer camp program?
8. Do you offer surveys to your music students? Feedback is important.

YOU

1. Be the most productive you can be. Start making your to-do list at the end of each day on what you want to achieve tomorrow and by the end of the week.
2. Put a travel calendar together and plan ahead for six months. Know who you're taking to conventions, meetings

and events and then budget for that.

3. Lead by example. Never ask your staff to do something you're unwilling to do.
4. Set aside time to look at other industries and read and learn about them. Consider ways you can apply some of their strategies to your business. What can you learn from a lawn service or auto repair shop that you can apply

to your MI business?

5. Get ready for Summer NAMM and the third and fourth quarters.
6. Have fun! You're in the music business. **MI**

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