double your regular sales
rebeca
selling exercise with rx dollars
action planning
customer acquisition strategy
retention strategy
people strategy
inventory holding
demographic, psycho, geo

Clinical session on Benzodiazepines

Business Session

LET’S RETHINK THE BUSINESS!

If you had to do this all over again, will you do it?

Will you do it the same way?

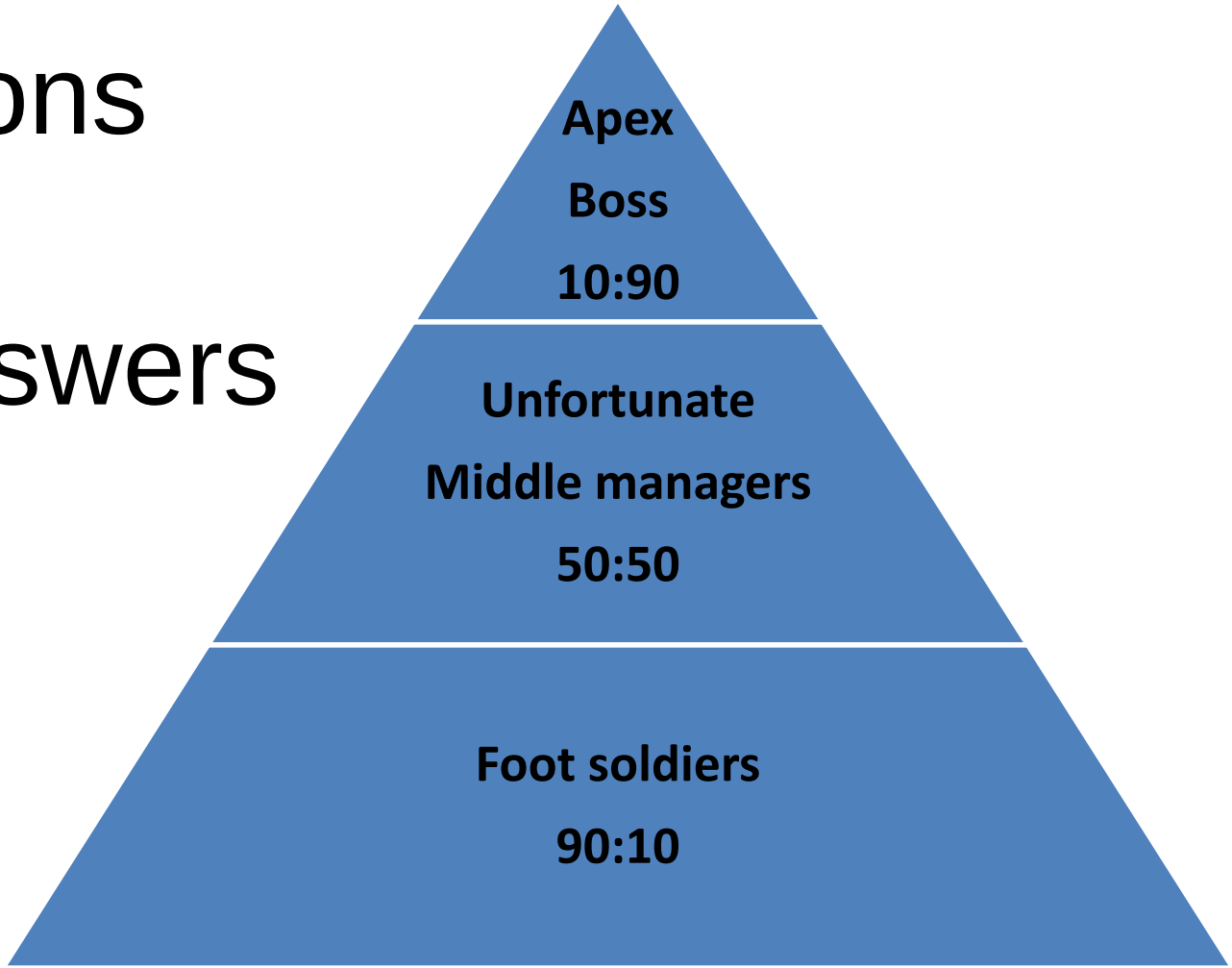
If not, what will you do differently?

Are you paying your bills?

Are you tied down with tension relieving or goal achieving activities

As a business owner, which do you do more

- Ask questions
- Provide answers



RAISON D'ÊTRE QUESTIONNAIRE

1. Are you in busyness?
2. Do you own a job?
3. Are you making profit?
4. Do you know your customers?

Shyne & Chloe

PHARMALLIANCE NETWORK

PERSONAL

	YES	NO
1. Do you have a clearly written vision and mission for your business	☐	☐
2. Do you staff know your vision and mission of your business	☐	☐
3. Are you having fun /fulfillment doing what you are doing?	☐	☐
4. Have you finished a business related book in the last 1 year	☐	☐
5. Have you attended a business conference/meeting/training in 2 years	☐	☐
6. Do you have a house of your own	☐	☐
7. Have you gone on vacation in the last 2 years	☐	☐
8. Can you afford to go on a 2 week vacation with your phone switched off	☐	☐

Shyne & Chloe

PHARMALLIANCE NETWORK

BUSINESS SUPPORT

	YES	NO
9. Do you have immediate access to legal services	☐	☐
10. If there is a fire in your Pharmacy, do you have insurance	☐	☐
11. If there is a robbery in your Pharmacy, do you have insurance	☐	☐
12. Do you have a clear picture of your finances?	☐	☐
13. Can you give a state of the business report in 12 hours	☐	☐
14. Are up to date with your tax filings. i.e Corporation, PAYE, VAT etc	☐	☐
15. If you could be in the pharmacy all the time, will it affect the sales	☐	☐

Shyne & Chloe

PHARMALLIANCE NETWORK

CUSTOMER RELATIONS

	YES(1)	NO(0)
16. Do you have an up to date customer database	☐	☐
17. Do you know their birthdays	☐	☐
18. Do you communicate with them regularly	☐	☐
19. Do you have an advertising/marketing plan/budget for your business	☐	☐
20. Do you have a customer acquisition programme in your Pharmacy	☐	☐
21. Do you have a customer retention programme in your pharmacy	☐	☐

Shyne & Chloe

PHARMALLIANCE NETWORK

BUSINESS OPERATIONS

22. Do you have a clear grasp of your inventory velocity ☐ ☐

23. Are your operations functionally computerized? ☐ ☐

24. Has your pharmacy being renovated/repainted in the last 2 years? ☐ ☐

25. Have you sent your staff for training in the last 2 years ☐ ☐

26. Do you have a clear understanding of merchandising ☐ ☐

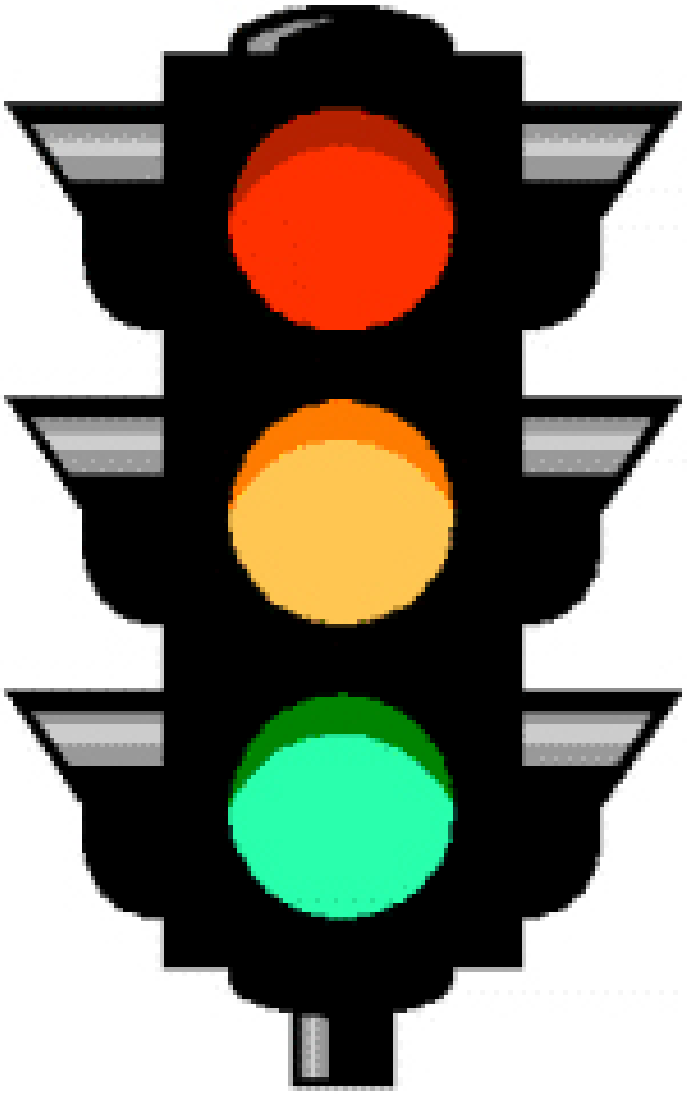
27. Are you the one personally in charge of purchases ☐ ☐

28. Do you have a functional tracking system for product expiries ☐ ☐

Shyne & Chloe

PHARMALLIANCE NETWORK

WHATS THE RESULT OF YOUR CHECK UP?



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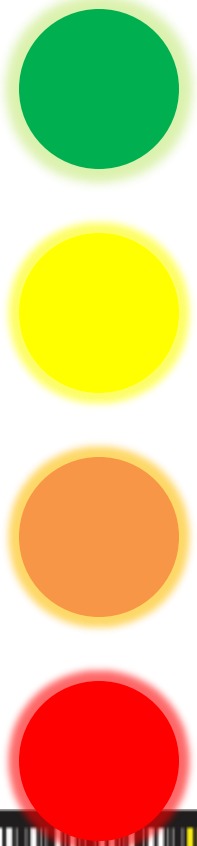
PHARMALLIANCE NETWORK

TOTAL SCORE

20-28	Healthy Business
16- 19	Okay Business
10-15	Ailing Business
<10	Critically ill business



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Do you understand your

- Geography
- Demography
- Psychography

a. Your average daily sales

b. REBECA sales figure with correct salary

c. Double your daily sales

Do you understand your numbers?

Have you met REBECA?

Free download @ www.rxevolution.com.ng

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PHARMALLIANCE NETWORK

Now that you have met REBECA, How do you feel?

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Now that you have met REBECA, How do you feel?

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Getting out of the hole!

1. Drop your expenses

2. Grow your revenue

3. Do both!

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Lets Workshop a bit

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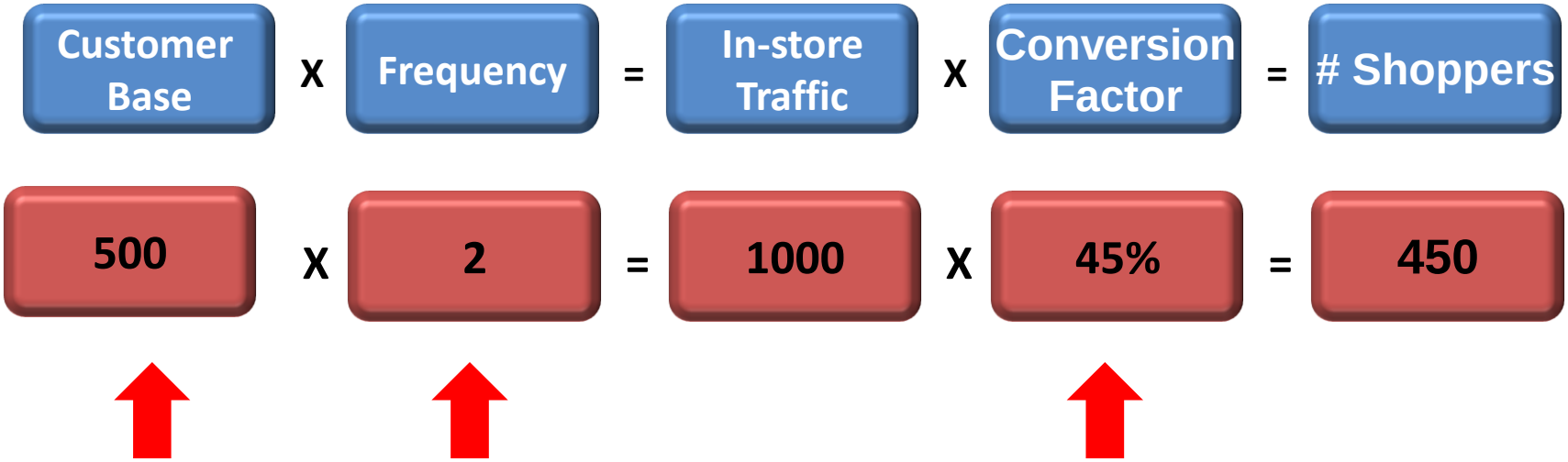
Focus of this session is on what you will do in 2016



- What are your strategies / tactics to positively influence the three variables?

THE SELLING GAME!

How to increase Customer Base

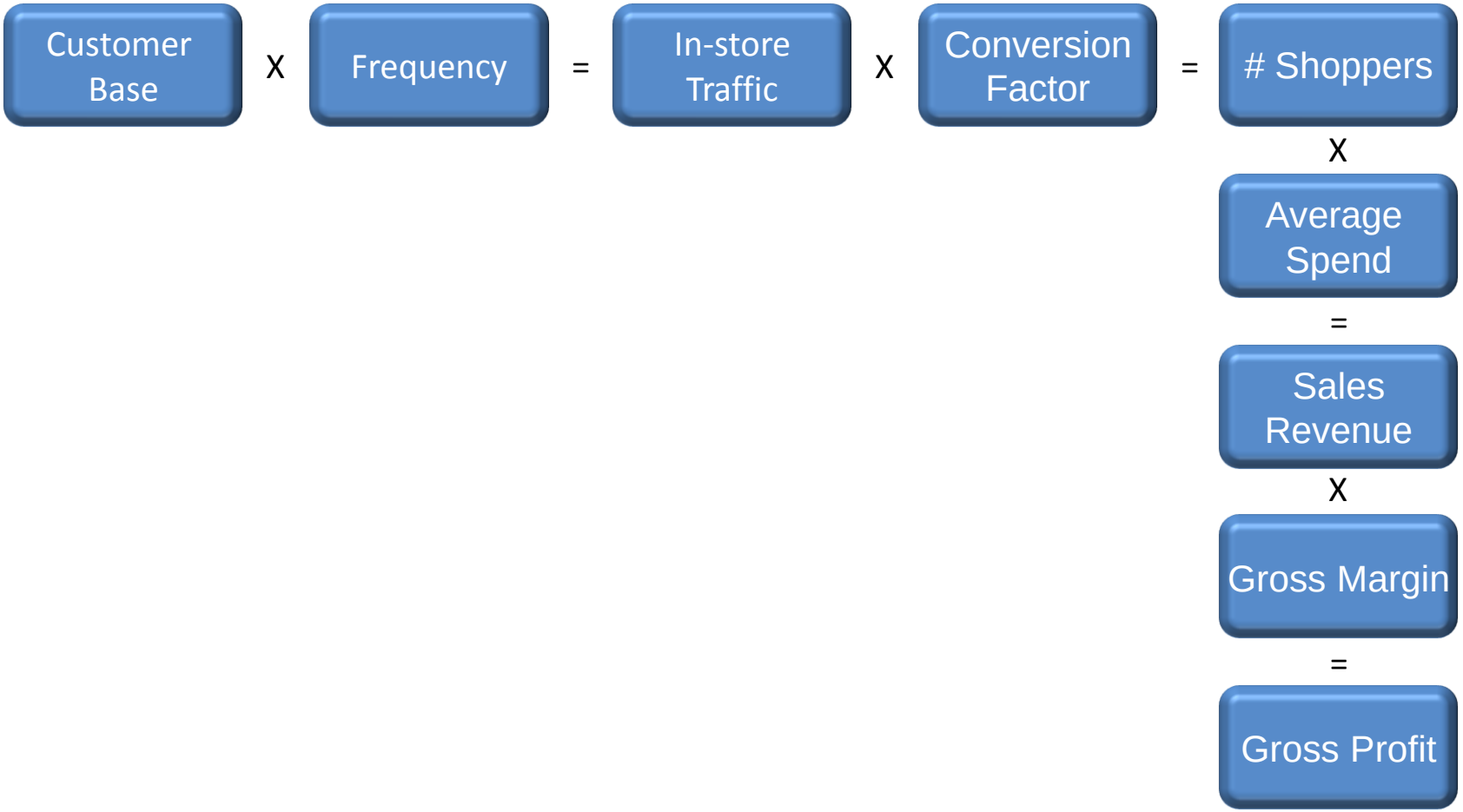
- Health campaigns:- Churches, Mosque, Landlord association, Okada rider etc.
- Word of mouth marketing
- Signage
- Fliers
- Data Sharing

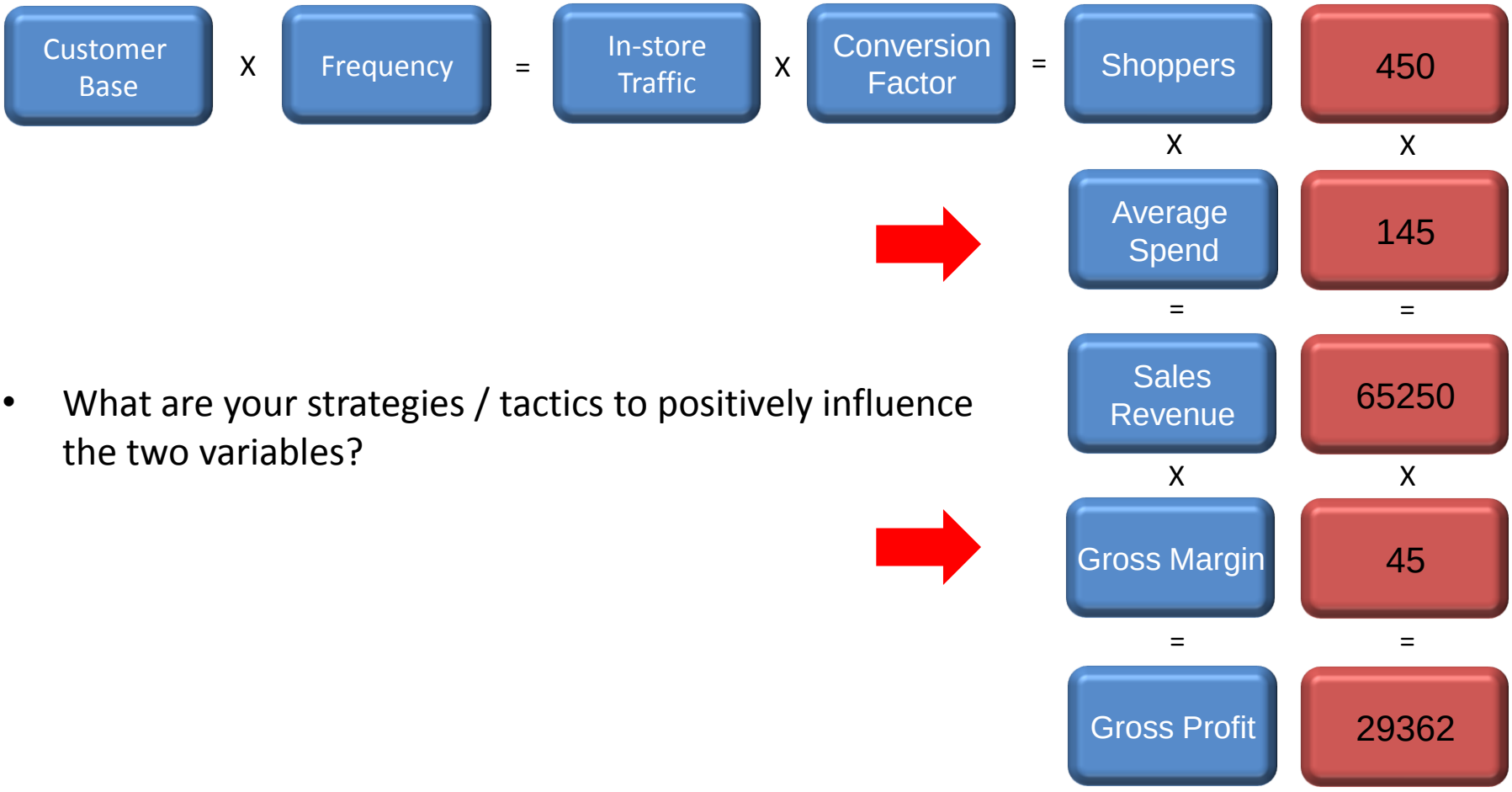
Frequency

- Customer services
- Bulk SMS, Email marketing
- Outlook/ Ambiance
- Discount
- B.P check, BMI-Health checks
- Follow up

Conversion factor

- Staff training
- Stock holding
- Merchandising
- Strategic pricing
- Store/ Personal appearance


Customer Base
X
Frequency
=
In-store Traffic
X
Conversion Factor
=
Shoppers
X
Average Spend
=
Sales Revenue
X
Gross Margin
=
Gross Profit



- What are your strategies / tactics to positively influence the two variables?

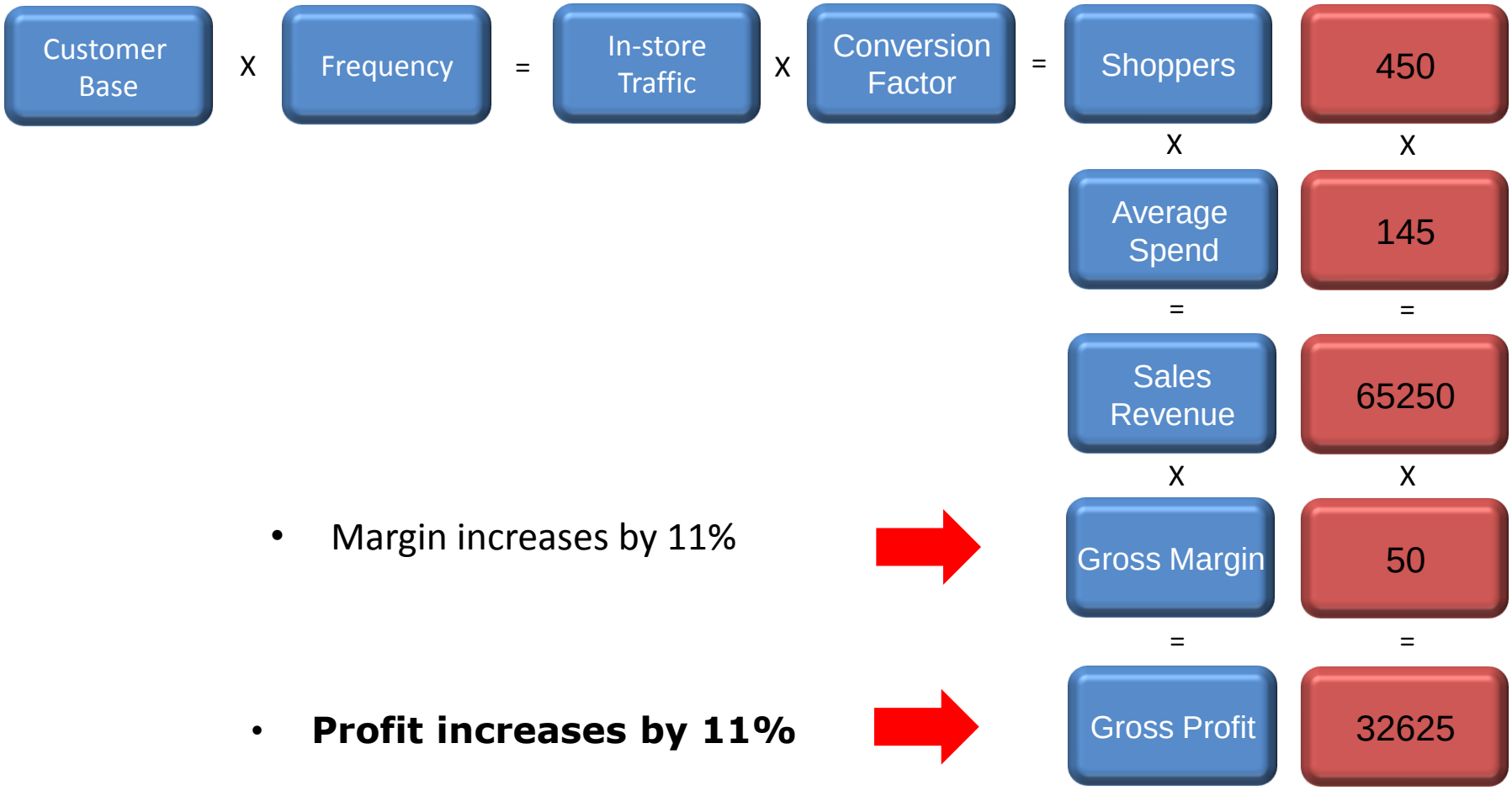
Average Spend

1. Link selling
2. Impulse buying at the till
3. Product promotion

Gross margin

1. Increase mark up
2. Cheaper sourcing
3. Increase sales volume
4. Reduce overhead

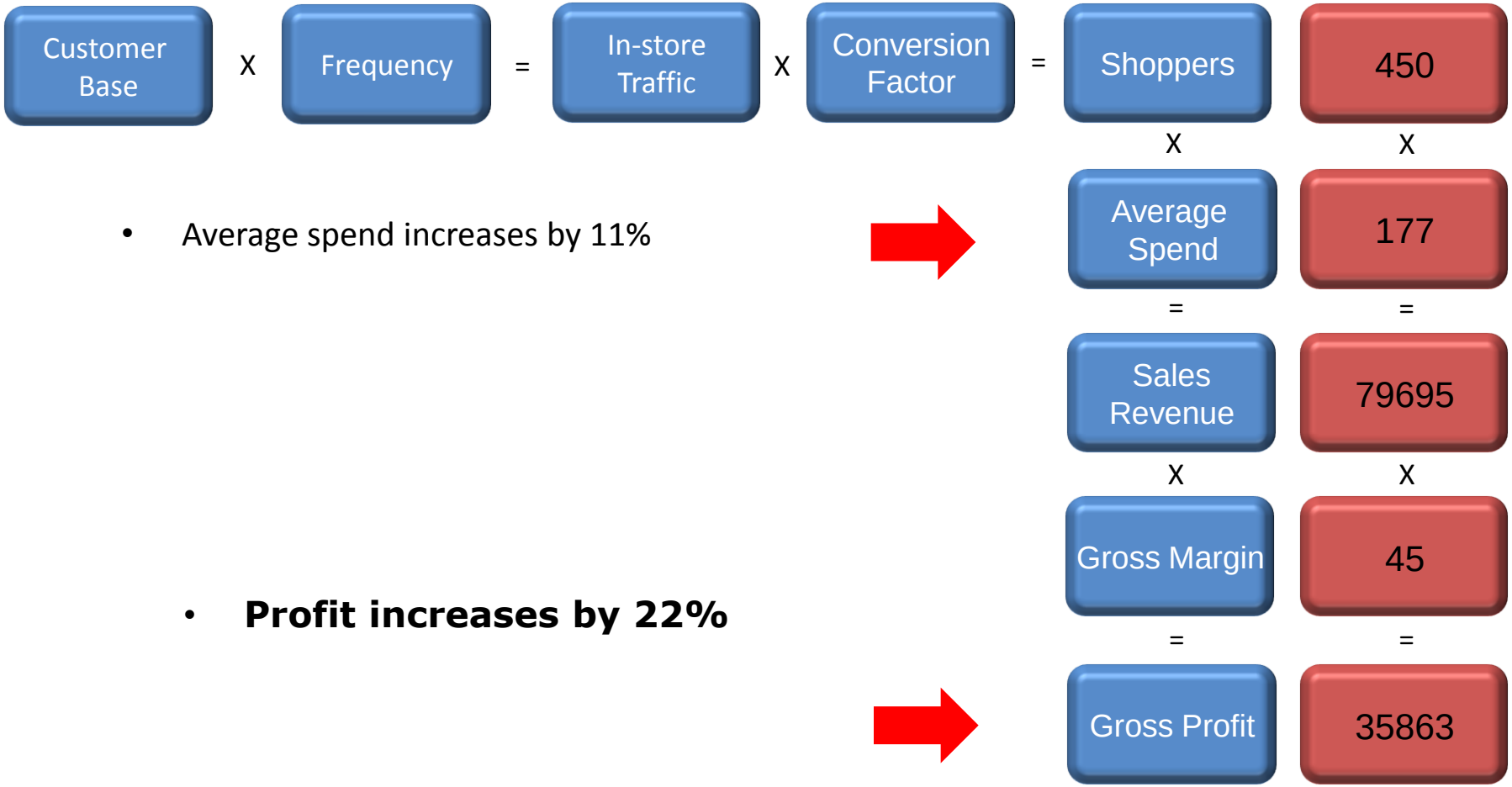
The retail business model:
Margin is important but not the main business driver



- Margin increases by 11%

- **Profit increases by 11%**

Increasing the average spend is essential for retailers!



- Average spend increases by 11%

- **Profit increases by 22%**