

# New-school thinking Old-school values



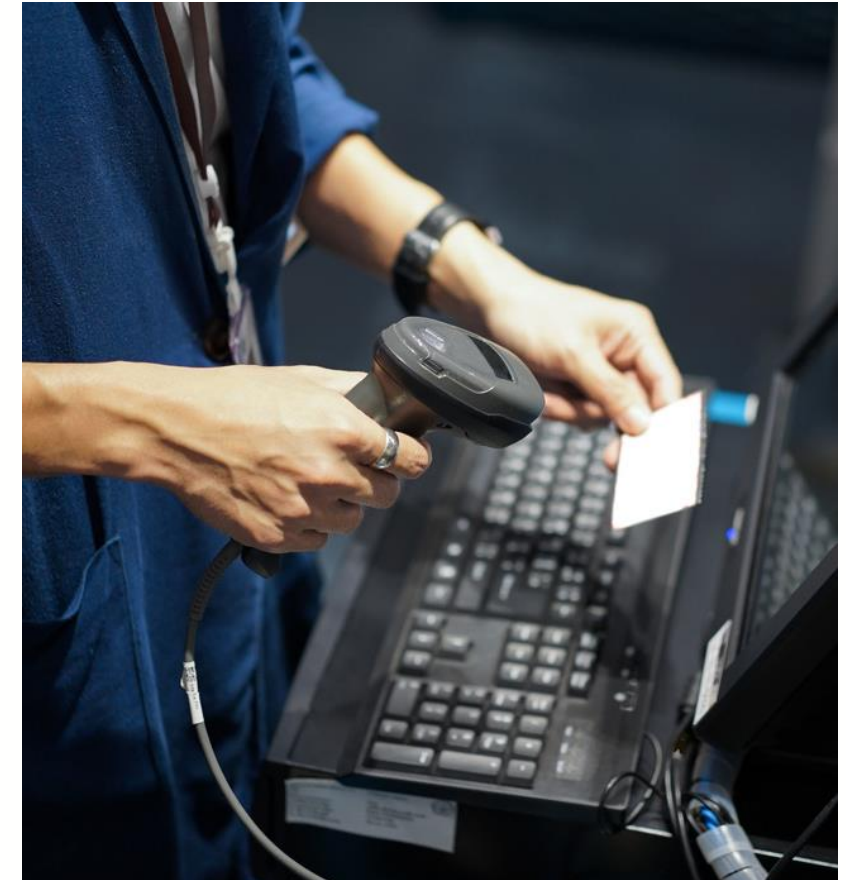




**65% of pharmacies\* didn't greet the customer within 10 seconds**



**58% of pharmacy staff\* were just "ticket collectors" at the point-of-sale**



**75% of pharmacies\* didn't offer a loyalty club**

**\*Mystery shopper visits to pharmacies - July 2021**

## 5 keys to success:

- **Know who you are**
- **Have standards and structure**
- **Have an activity plan for the year**
- **Own your community**
- **Communicate!**





Know who you are



# Know who you are:

Describe your pharmacy in one sentence:

What is unique or different about your pharmacy?

Describe your main customer-base:

Describe your location / community:

Your appetite for change:

LowMediumHigh

Circle the words that describe your pharmacy:

organised

reliable

hectic

successful

stressful

fun

upmarket

tired

casual

busy

stressed

uptight

important

traditional

dynamic

informal

easy-going

over-worked

struggling

friendly

professional

supportive

energetic

untidy

strong

short-staffed

disciplined

Rate your natural thinking style (put an X somewhere on the spectrum below)

intuitive

fact-based

10010

Rate your natural behaviour style (put an X on the spectrum below)

action -oriented

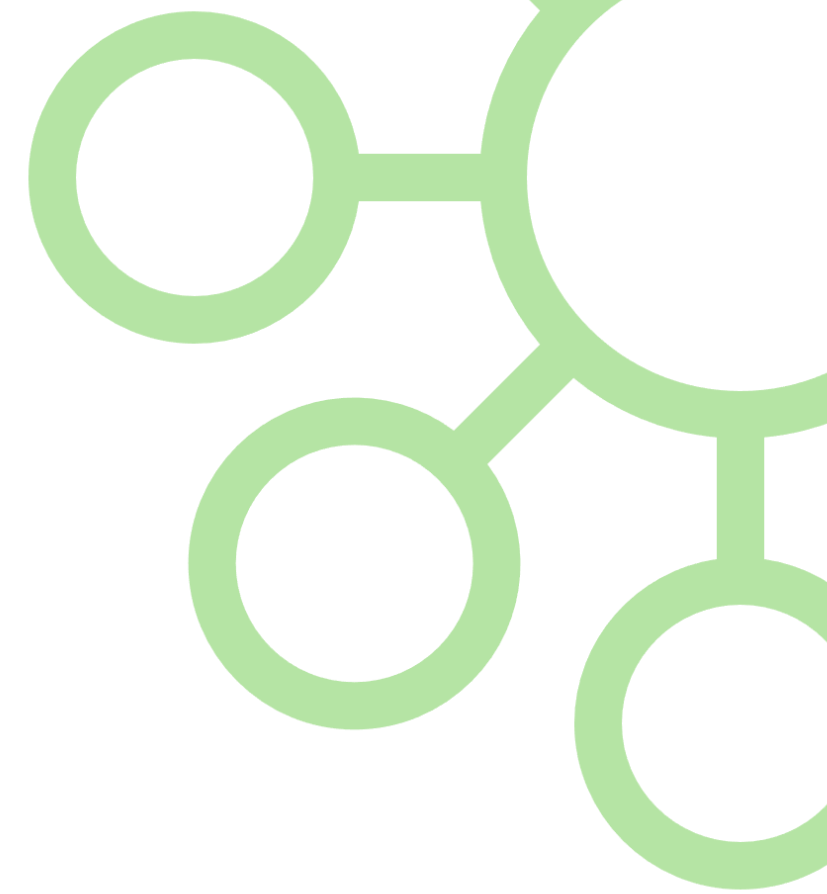
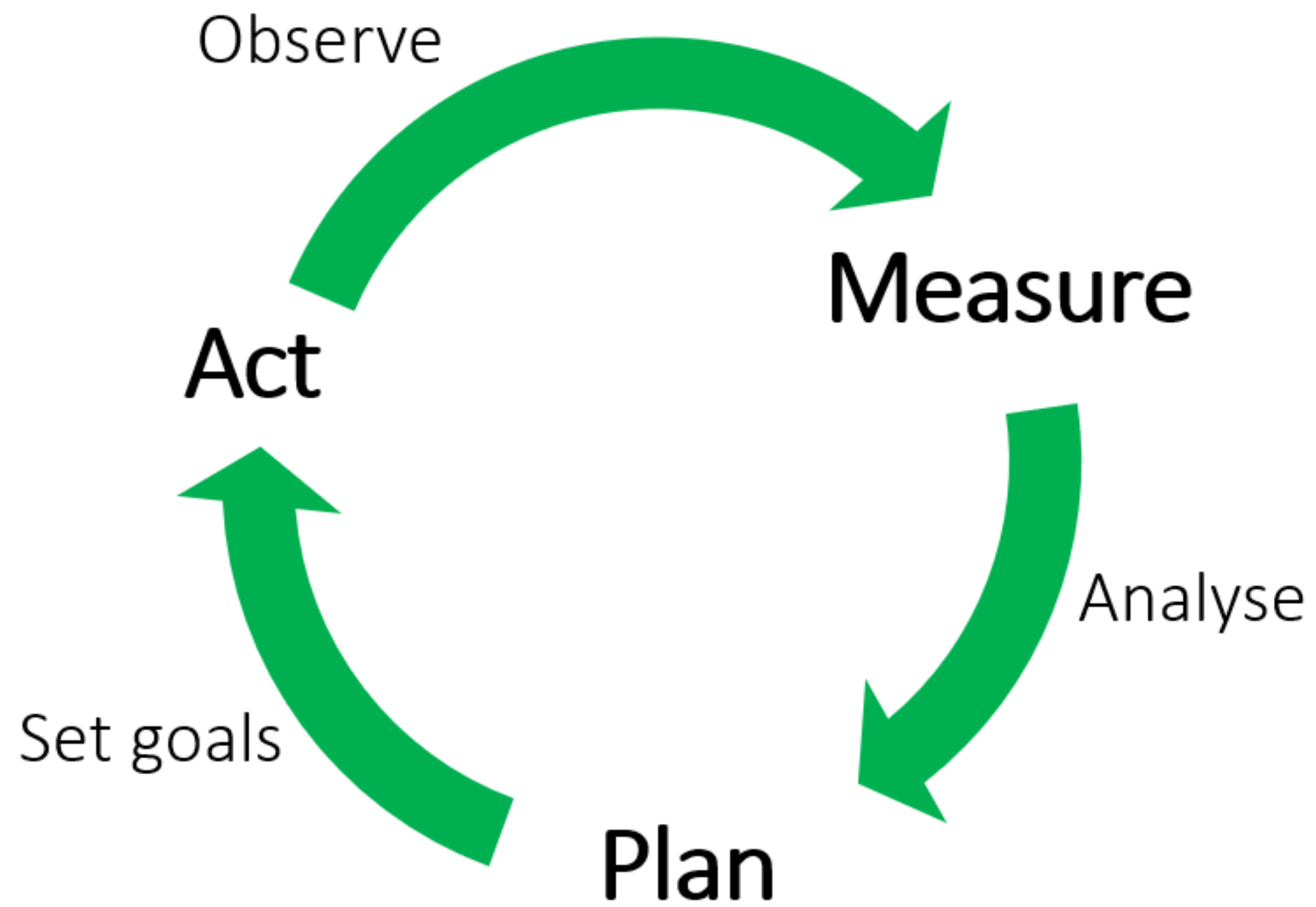
thoughtful

10010



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Have standards and structure

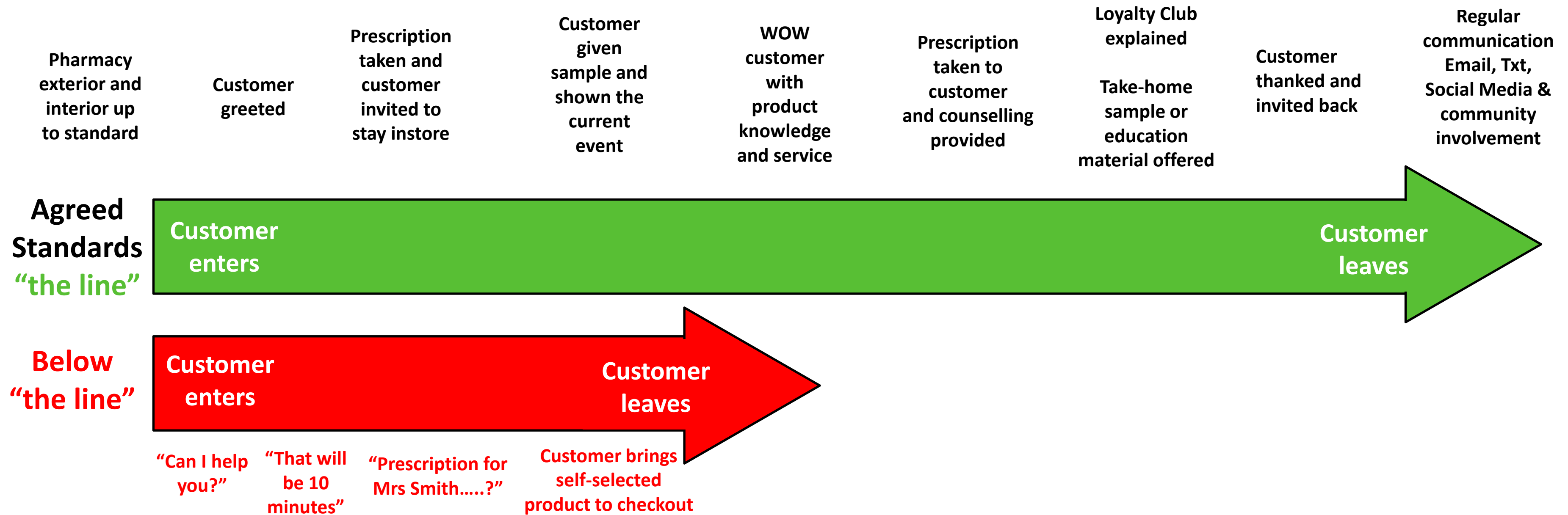


# Service Standards:

No.	Key Performance Areas	STANDARD
	<b>Service Standards - First Impressions</b>	
1	<b>Greet the Customer - welcome them to the pharmacy</b>	The customer is greeted in a friendly manner e.g., "How are you today", "Hello", "Welcome" or "Hi there"
2	<b>Where applicable the staff member further engages the customer</b>	The customer is asked if "is that a prescription you have there" or "cold/hot outside today isn't it" or nice to see you again"
3	<b>Never say "can I help you"</b>	The customer is never asked 'if they need help'
	<b>Service Standards - Main Impression</b>	
4	<b>Customer engagement</b>	The staff member listens to the customers dialogue, understands their needs and impresses the customer with their
5	<b>Expert advice</b>	The staff member knows the limitations of their expertise and when to seek 3rd party expert advice
6	<b>Specials and events</b>	The staff member knows all of the current special and events going on inside the store and can talk knowledgeably about each of them
7	<b>Information</b>	The staff member is proactive in handing out product and information sheets, engages the client and increases the length of the store visit
8	<b>Loyalty Card</b>	The staff member ensures the customer is aware of - or uses their Customer Loyalty Club
9	<b>Free samples</b>	The staff member is proactive and is successful in giving the customer free samples
10	<b>Attention</b>	The staff member is attentive with the customer and looks them in the eye and is engaged
11	<b>Consistency</b>	The staff member is consistent with their treatment and engagement with all customers and each customer is treated as though it's their first visit



# Living “above the line”



**Every customer’s journey should be welcoming and inviting so that the customer stays in your store for the maximum time with the best possible experience**



# Your Pharmacy – Activity Timeline

Activity		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Measure	Target
Dispensary	Rx VIP Programme													# LTC /VIP Clients	200
	Rx Triage Checklist													Rx Growth	+5%
Retail Sales	Customer Loyalty Club													# Club Customers	+50/mth
	Every Day Price													Sales \$	\$3000/mth
Retail Stock	Inventory Management													Dead Stock %	<30%
	Range Reduction													# Products	3000
Staff / Training	Roles & Goals													Goals Achieved	>50%
	Common Conditions													PPC	1.45
Community / Brand	Website													# Website Visits	500/mth
	Social Media Marketing													# Likes	1000
	Community Engagement													# Community Events	1/mth

## Next 90 Days:

### Customer Loyalty Club:

- Continue collecting Email Addresses and measurement of Club KPIs via RPM and Resonate

### Every Day Prices:



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Have a plan for the year



# Business Opportunities

		Lead Generation	Customer Conversion	Customer Retention
<b>Dispensary</b>				
Dispensary Newsletter for local doctors and other prescribers. Monthly?	Template to be developed. Monthly topics. Printed and delivered?	🌱 🌱 🌱		
<b>Services</b>				
Service Development	Create 1 or 2 new Consulting rooms	🌱	🌱	
Online Bookings	Flu Vaccinations – Online Bookings in Timely for Pharmacist (Vaccinator)	🌱	🌱 🌱 🌱	🌱
Service Business Plans	Flu Vaccinations / APSS Sleep Apnoea / Naturopath / Health Coach / Weight loss Mini business plan for each Service	🌱 🌱 🌱	🌱 🌱 🌱	
<b>Retail Sales</b>				
Customer Loyalty Club	Growth goals. POS signage and “script” for staff			🌱 🌱 🌱
Instore Events	Winter Event Box - Displays / posters instore		🌱 🌱 🌱	
Sampling	What and how with all staff		🌱 🌱 🌱	🌱
<b>Retail Stock</b>				
Planograms / Remerchandising	Review and re-do (key categories)		🌱 🌱 🌱	
<b>Staff / Training</b>				
Service Standards and Store Standards	Review standards documents Share with staff Mystery Shop / measure and report	🌱	🌱 🌱	🌱
Employ Key staff member to manage services (pharmacist or tech?)	Prepare Position Description and advertise	🌱 🌱	🌱	
<b>Community / Brand</b>				
Signage & Brand	NEW services menu on window / website / Facebook			
Website & Facebook / branding	Consistent Pharmacy logo and tag line	🌱 🌱 🌱	🌱	
Monthly Email & Blog – Pharmacy News	Template + content. Send to all Email addresses in Loyalty Club		🌱	🌱 🌱



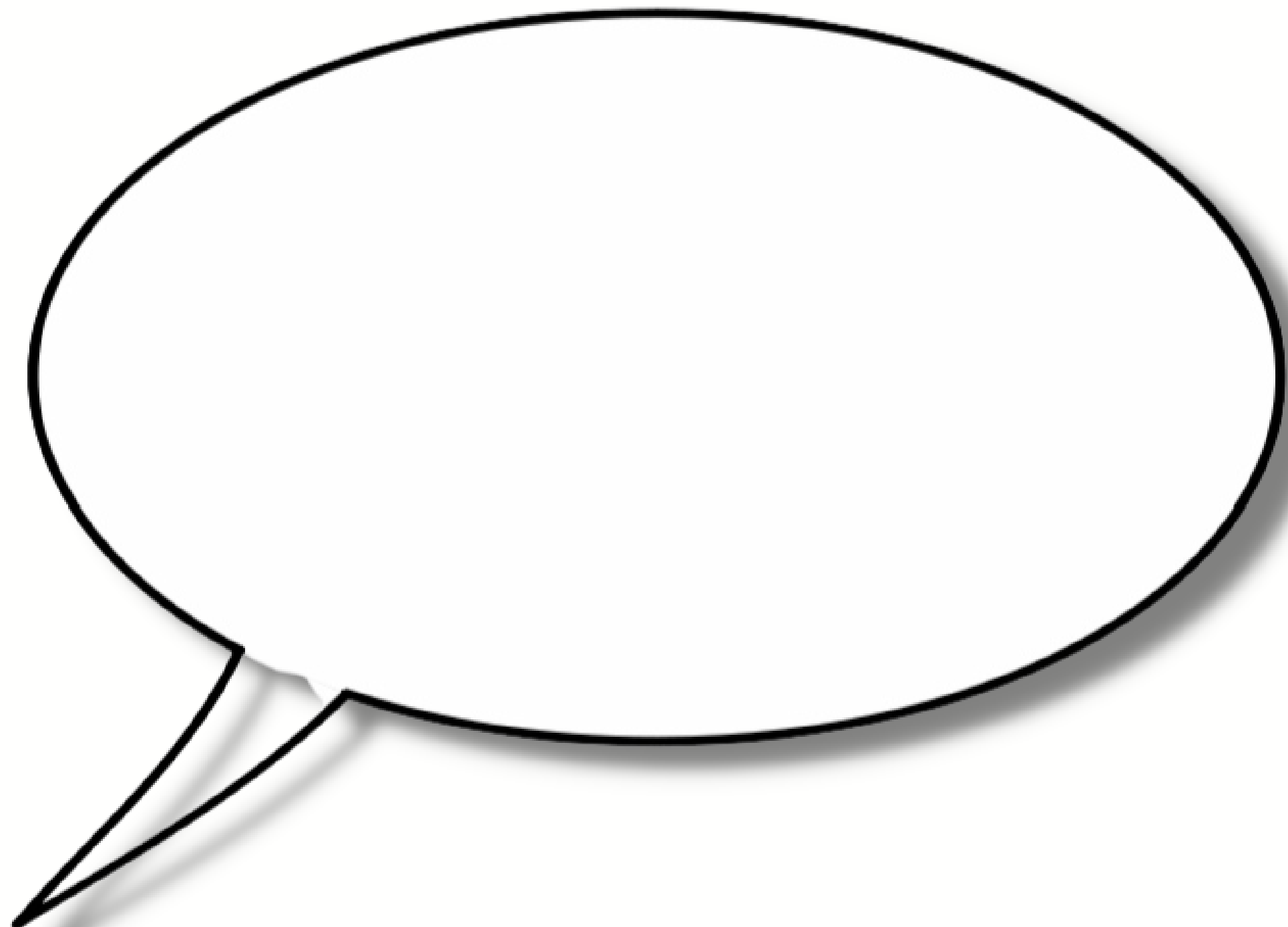


Own your community



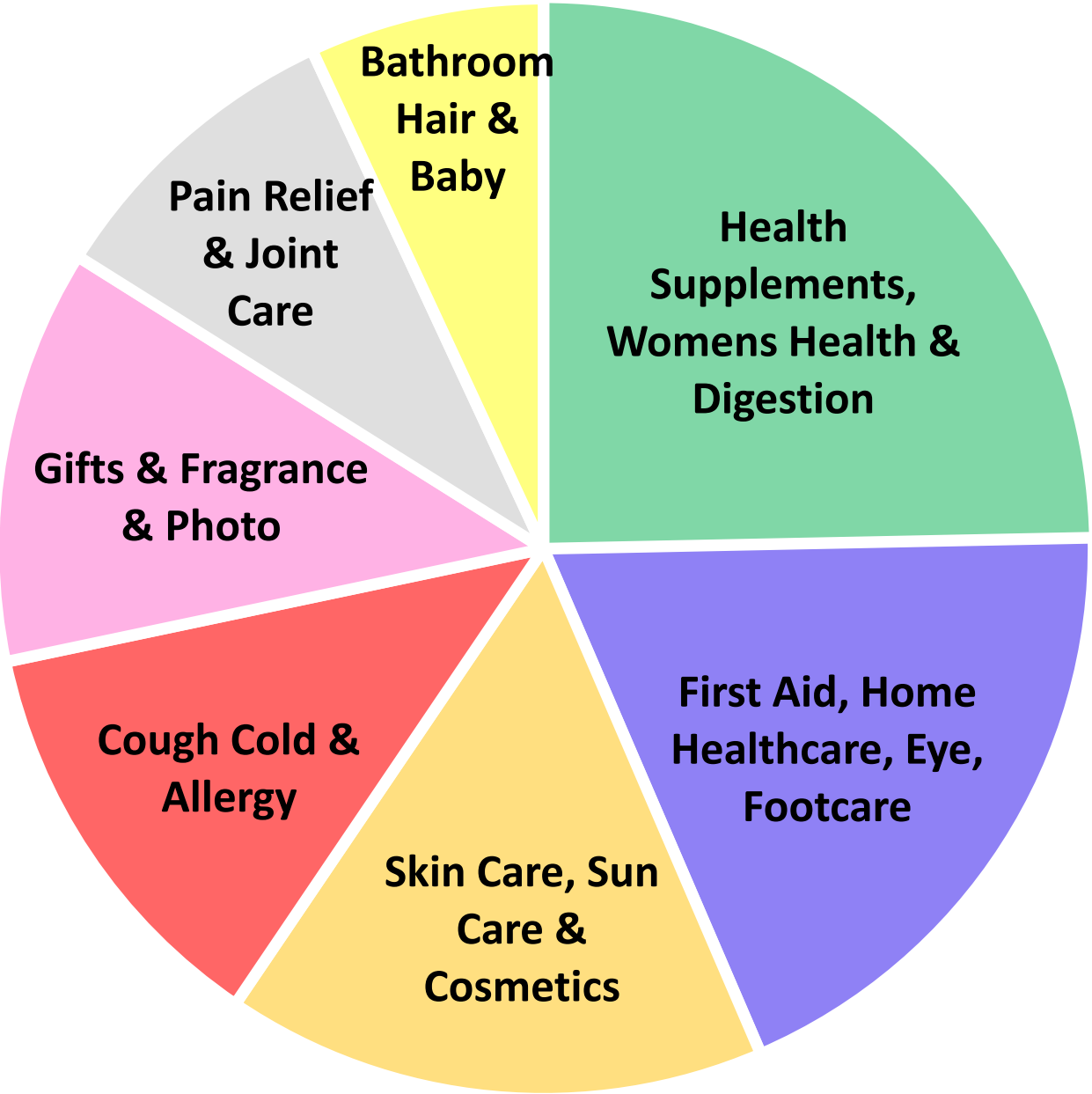
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**Communicate!**





# Know who you are:



Large: Mall / Beauty / Gift Pharmacies	Medium: Community Pharmacies	Small: Health Centre Pharmacies
Retail Product Range >3000	Retail Product Range 1500-3000	Retail Product Range <1500
Average Sale \$40.00	Average Sale \$30.00	Average Sale \$27.50
Loyalty Club Email Addresses 2000+	Loyalty Club Email Addresses 1500+	Loyalty Club Email Addresses 1000+

# Standards & Structure:

Digestive Care	Constipation
	Detox
	Diarrhoea
	Digestive Care
	Fibre Laxatives
	Haemorrhoids
	Healthy Bacteria
	Indigestion
	Rehydration
	Travel
	Worms

Health Supplements	Brain & Memory
	Energy
	Healthy Heart
	High Cholesterol
	Homeopathy
	Immune Boost
	Magnesium
	Mens Nutrition
	Multis & Antioxidants
	Sleep
	Sports Nutrition
	Stress
	Superfoods
	Turmeric
	Vision
	Vitamin C

Womens Health	Calcium
	Collagen
	Contraception
	Healthy Oils
	Iron
	Kidney & Bladder
	Menopause
	Period Pain
	Personal Lubricants
	Pregnancy
	Pregnancy Tests
	Sanitary
	Skin, Hair & Nails
	Thrush
	Womens Nutrition

Weight Management	Appetite Suppressants
	Blood Sugar
	Meal Replacements
	Protein

Joint Care	Arnica
	Anti-inflammatory
	Heat Rubs
	Joint Nutrition
	Muscle Pain
	Wheat Bags

Pain Relief	Anti-inflammatories
	Anti-inflammatory Gel
	Aspirin
	Childrens Pain & Fever
	Migraine
	Pain Relief
	Strong Pain Relief

Coughs & Colds	Chesty Cough
	Childrens Cough
	Cold & Flu
	Cold Prevention
	Cough Lozenges
	Dry Cough
	Herbal Cough Mixture
	Lozenges
	Mucus Relief
	Sore Throat Prevention
	Sore Throat
	Throat Sprays & Gargles
	Tissues

Allergies & Sinus	Allergies
	Hayfever
	Nose & Sinus
	Runny Nose
	Snoring

Eye Care	Contact Lens
	Dry Eyes
	Eye Allergies
	Eye Care
	Eye Infections
	Red Eyes

Eyewear	Reading Glasses
	Sunglasses

First Aid	Bandages
	Burns & Scars
	Disinfectants
	First Aid Kits
	First Aid Tape
	Hot & Cold Packs
	Mouth Guards
	Plasters
	Skin Infections
	Sports Nutrition
	Strapping Tape
	Supports
	Wound Care

Foot Care	Athletes Foot
	Corns & Callouses
	Cracked Heels
	Nail Infections
	Smelly Feet
	Sore Feet & Blisters
	Wart Treatment

Home Healthcare	Diagnostic Tests
	Dosage Aids
	Drug Tests
	Ear Care
	Gloves
	Hand Sanitiser
	Hearing Aid Batteries
	Household
	Incontinence
	Masks
	Mobility Aids
	Monitors
	Quit Smoking
	Thermometers

Sleep Services	Sleep equipment
	Sleep Services

Bathroom	Cotton
	Dental Care
	Dentures
	Deodorant
	Depilatory
	Mouth & Gum
	Nail Care
	Shaving

Skin Care	Acne
	Barrier Cream
	Body Wash
	Chafing
	Cold Sores
	Dry Skin
	Franchise Skin Care
	Fungal Infections
	Inflamed Skin
	Itchy Skin & Bites
	Lip Care
	Natural Skin Care
	Skin Healing
	Skin Repair

Sun Care	Insect Repellent
	Self Tan
	Sun Care
	Sun Protection

Cosmetics	Franchise Cosmetics
	Mineral Makeup

Gifts	

Fragrance	

Photographic	Batteries
	Passport Photos

Baby & Child	Baby Colic
	Baby Constipation
	Baby Feeding
	Baby Skincare
	Baby Teething
	Child Nutrition

Hair Care	Dry, Flakey Scalp
	Hair Care
	Hair Loss
	Hair Styling
	Head Lice

Services / Non-Retail	Rx fees
	Freight & post etc.
	Services



# Standards & Structure:

## Pharmacy*FIRST*– Top 10 Categories:

Rank	Category	Share of Sales	Sales Vs LY	Gross Margin %	Average Price
1	Health Supplements	16%	+6%	39%	\$26.28
2	Coughs & Colds	11%	+56%	44%	\$17.21
<b>3</b>	<b>Skin Care</b>	<b>8%</b>	<b>+1%</b>	<b>42%</b>	<b>\$17.78</b>
4	Gifts	7%	+4%	45%	\$15.14
5	Allergies & Sinus	7%	+21%	44%	\$18.00
6	Cosmetics	7%	-13%	38%	\$22.54
7	Pain Relief	6%	+3%	45%	\$16.20
8	Home Healthcare	5%	+20%	43%	\$11.67
9	Digestive Care	5%	+3%	43%	\$19.42
10	First Aid	5%	-6%	44%	\$6.70

## Skin Care – Top 10 products:

	ID	Product	Gross Margin %	Average Price
1	318647	ZOVIRAX 2G CR TUBE	44%	\$25.97
2	419443	ZOVIRAX 2G CREAM (PUMP PACK)	41%	\$26.27
3	384348	BEPANTHEN CR 50G	44%	\$18.74
4	663476	VIRASOLVE COLD SORE CR 5G	45%	\$21.91
5	2184362	CLOMAZOL 1% CREAM	90%	\$8.90
6	2047551	VIRATAC COLD SORE CREAM 5G	49%	\$17.70
7	2057212	EGO DERM AID CREAM 0.5% 30G	49%	\$13.81
8	2283123	COMPEED COLD SORE PATCH 15	38%	\$22.64
9	2057239	EGO DERM AID SOFT CREAM 0.5% 30G	50%	\$13.95
10	704733	*MICREME H 15GM	81%	\$12.99

## Did you know....?

- Skin Care is the #3 ranked retail Category in the Group
- Cold Sore treatments are 5 of the Top 10 best-selling Skin Care products in the Group

# Standards & Structure:

One of the most-common customer questions in pharmacies is:

**“Where are your cold-sore treatments?”**

**TIP:** Ensure that your Zovirax is clearly displayed at eye-level with multiple facings.



The most frequent add-on sales with Zovirax are:

**Lysine tablets and Compeed Patches**

**TIP:** Ensure that these products are displayed adjacent to your Zovirax and get all staff to practice recommending these add-ons at your team huddle.



# Have an Activity Plan:

## Retail Performance Report

6 Months to 30<sup>th</sup> June 2021

SALES KPIS	6 Months	Vs LY
Total Customers #	7846	3%
Total Sales \$	\$229,496	1%
Gross Margin %	45.5%	0%

STOCK KPIS	6 Months	Vs LY
Products Stocked #	2393	-21%
Stock \$	\$73,829	-13%
Dead Stock %	31%	-10%

STAFF KPIS	6 Months	Vs LY
Average Sale \$	\$29.25	+2%
Products Per Customer	1.39	1%

### Key Points:

1. Sales and Customers have increased in last 6 months.
2. Gross Margin has improved in the last 6 months now that the stock clearance has been completed.
3. Products and stock levels have decreased dramatically (clearance of \$11k Cosmetics & \$5k Dead Gifts).

# BUSINESS HEALTHCHECK & ACTIVITY PLAN

- A strategic review of your business
- Identifies opportunities & activities for business growth
- Ongoing support from pharmacy specialists

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### Next 90 Days:

#### Customer Loyalty Club:

- Continue collecting Email Addresses and measurement of Club KPIs via RPM and Resonate

#### Every Day Prices:

- Implementation of new Every Day Price Gondola and products and signage

#### Retail Inventory Management:

- Identify details of remaining Dead Stock
- Continue focus on Core Range products

#### Staff:

- Roles and Goals for management team – breakfast meeting

#### Website:

- Go live and marketing

### Next 180 Days:

#### Dispensary :

- Processes to increase LTC and free up time for services

#### Staff Training:

- Key conditions and product recommendations

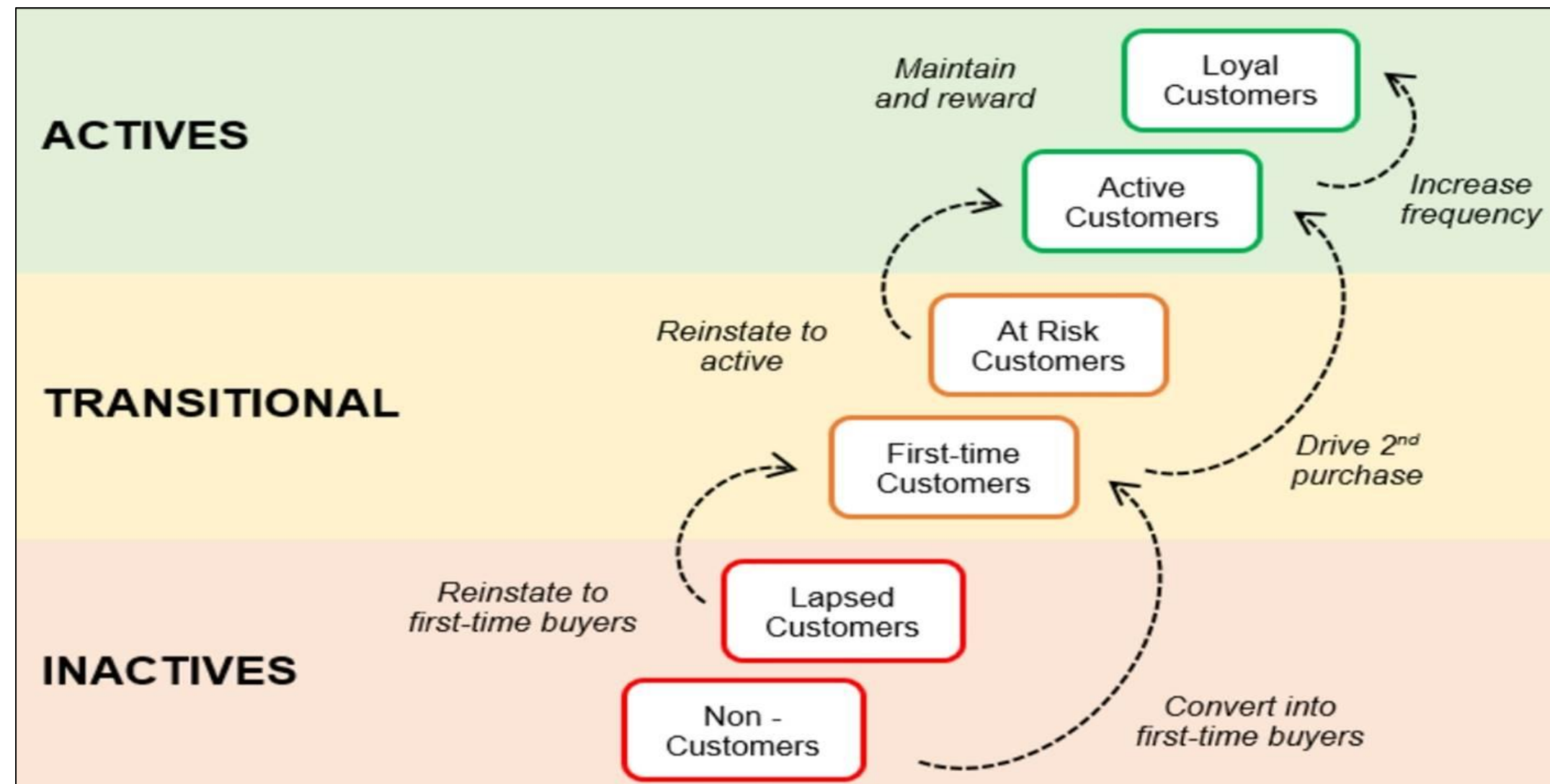
#### Community engagement:

- Review of brand messaging / personalisation
- Marketing plan for community organisations to target



# Own Your Community:

**ACTIVE Customer Loyalty Club members  
spend \$11.00 per month more than non-members**



**Use your Customer Loyalty Club to drive more ACTIVE Customers**

# The Panel:



**Anna Kurth**  
Taita Pharmacy,  
Lower Hutt



**Clive Cannons**  
Clive's Chemist,  
Wainuiomata



**Kim Forsyth**  
Sylvan Bank Pharmacy,  
Invercargill



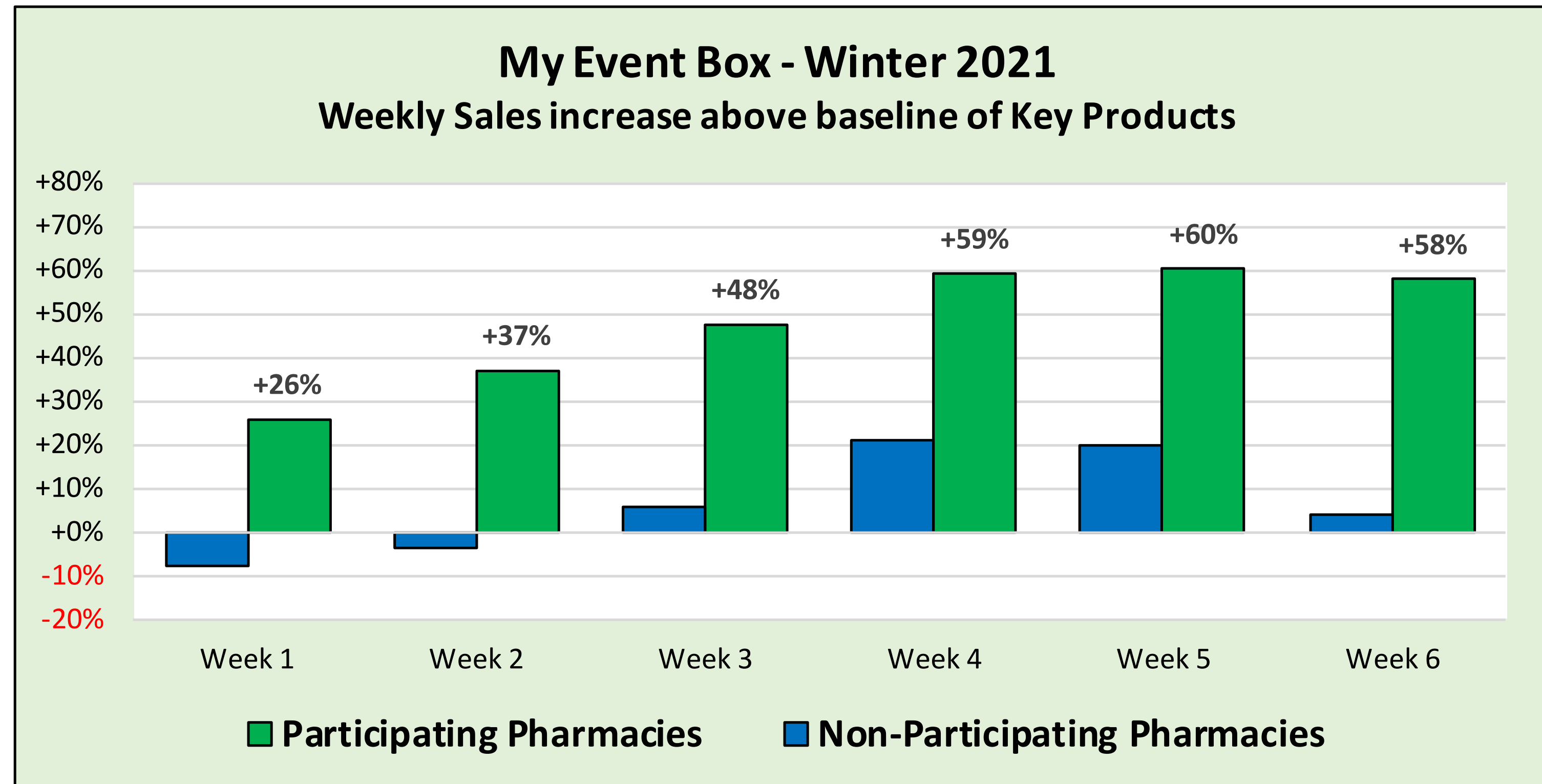
# "MY EVENT BOX"

- Integrated with PharmacyFirst
- Posters & Information brochures
- "How to guide"
- Targeted sampling
- Product discounts
- Seasonal planograms
- Point-of-sale ticketing
- Sales tips & tricks
- Fortnightly newsletters
- Product training
- Data collection
- Supplier involvement



Everything you need for a vibrant 12 week in store seasonal event

# Results:





**Sign up to  
"MY EVENT BOX"  
for September**

**(limit 30 pharmacies)**

**WIN**

**One of 5  
BUSINESS HEALTHCHECKS**

**(Value \$1200)**

**Pharmacy  
First+**

