

Winning in Retail: Sporting Goods Sales, Customer Relationships, and Employee Engagement





Ways To Grow Your Business in Every Economy

Dr./Commander Mary Kelly, US Navy (ret)

Are You Making Any of These 10 Common Mistakes?

1. Don't know when, how, or why the business make a profit?
2. Spend too much on ineffective marketing
3. Waste time (Productivity Plan)
4. Lack focus (Business Growth Plan)
5. Treat business like a hobby or a job (Change mindset)
6. Want the path that is easy instead of what works
7. Poor sales tactics (Sales Plan)
8. Not taking advantage of technology, not taking advantage of online networks
9. Short sighted planning i.e. next jobs versus relationships (Mindset Plan)
10. No vision plan (Vision Plan)



New Retail Landscape



Mobile-First Shopping

73% of sporting goods customers research products on mobile devices before making in-store purchases, creating new opportunities for digital engagement and omnichannel marketing.



AI-Powered Personalization

Machine learning algorithms now enable retailers to deliver hyper-personalized recommendations based on customer behavior, preferences, and purchase history.



Experiential Retail

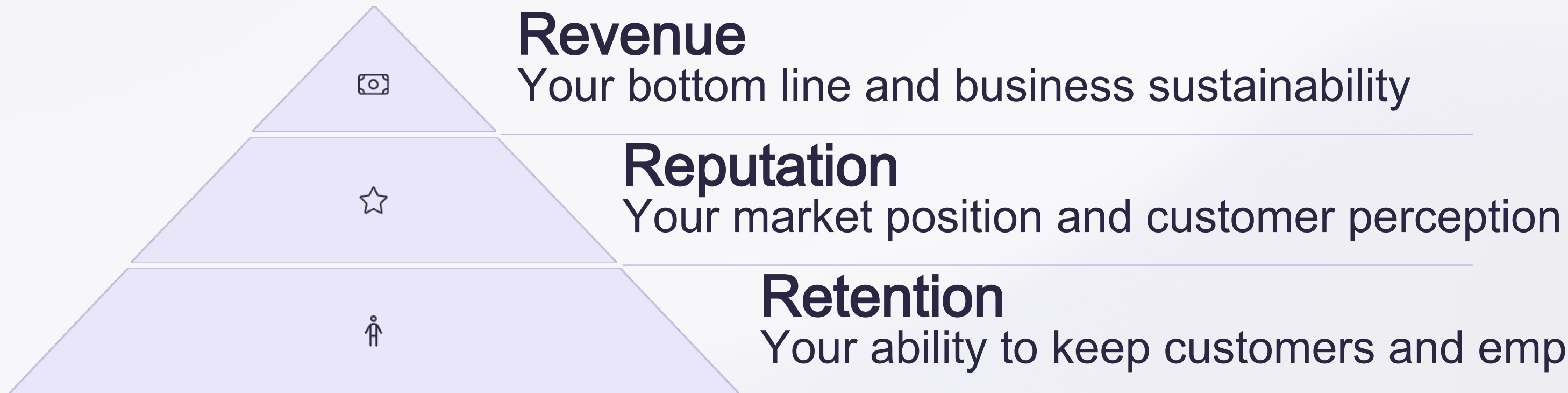
Successful sporting goods retailers are transforming stores into experience centers where customers can test products, participate in events, and connect with brand communities.



Sustainability Focus

Eco-conscious consumers increasingly prefer brands with transparent supply chains and sustainable practices, creating new imperatives for product sourcing and packaging.

What's at Stake?



A 5% increase in customer retention can translate to profit increases of 25-95%, while employee turnover costs typically range from 16-213% of the lost employee's salary.

Today's sporting goods retailers must excel across all three dimensions to remain competitive in an increasingly crowded marketplace where customer expectations continue to rise and employee talent is increasingly mobile.

Understanding the Modern Customer

Demographics

Gen Z and Millennials now account for over 60% of sporting goods purchases

- Digitally native shoppers
- Socially conscious consumers
- Health and wellness focused



Expectations

Modern customers demand seamless experiences

- Instant gratification
- Personalized recommendations
- Transparent business practices

Behavior

Shifting purchase patterns affect retail strategy

- Research online, purchase anywhere
- Value-based decision making
- Community-influenced choices

The Psychology of Loyalty

Why Customers Stay

- Emotional connection to brand
- Consistent positive experiences
- Recognition of their value
- Community belonging
- Shared values alignment

Loyal customers spend 67% more than new customers and are 5x more likely to purchase again.

Why Customers Leave

- Poor customer service (68%)
- Better competitor offerings (14%)
- Product dissatisfaction (9%)
- Relocation/life changes (5%)
- Convenience (4%)

It costs 5-25x more to acquire a new customer than to retain an existing one.

Build Customer Relationships That Last

Personalization

Implement data-driven personalization strategies that make each customer feel uniquely valued. This includes tailored product recommendations, personalized communications, and remembering customer preferences.

Example: record customers' preferred sports, brands, and sizes for faster service on return visits.

Responsiveness

Develop processes that ensure quick, effective responses to customer inquiries, feedback, and issues across all channels. Speed of response is often as important as the solution itself.

Example: Implement a 2-hour response window for all customer communications, even if just to acknowledge receipt.

Connection

Train staff to create authentic human connections that transcend transactional relationships. This emotional bonding is what transforms customers into advocates.

Example: Employees to send handwritten thank-you notes to customers after purchases.

Loyalty in Action

REI Co op

Creates loyalty through membership model where customers become owners. Their annual dividend and exclusive events create a sense of belonging to an outdoor community.

Key Insight: Give customers a stake in your success through programs that make them feel like insiders rather than just buyers.

Nike

Builds loyalty through the Nike+ ecosystem of apps that track fitness activities, provide workout guidance, and connect customers to exclusive product drops and community events.

Key Insight: Extend your value beyond the purchase by helping customers achieve their athletic goals.

Lululemon

Fosters loyalty through free in-store yoga classes, run clubs, and brand ambassadors who embody the active lifestyle their products support.

Key Insight: Create experiences that bring like-minded customers together around shared passions and activities.

Small Shifts, Big Wins



5- Minute Customer Service Plan

Implement a daily "customer wow" initiative where each team member identifies one customer to provide exceptional, memorable service. Document and share these experiences in team meetings to create a culture of customer delight.



5- Minute Sales Boost

Train staff on one additional complementary product suggestion per day. For example, Monday focuses on socks with shoe purchases, Tuesday on water bottles with fitness equipment, etc.



5- Minute Marketing Upgrade

Capture one authentic customer testimonial daily through quick post-purchase interviews. Use these real stories across social media and in-store displays to build credibility.



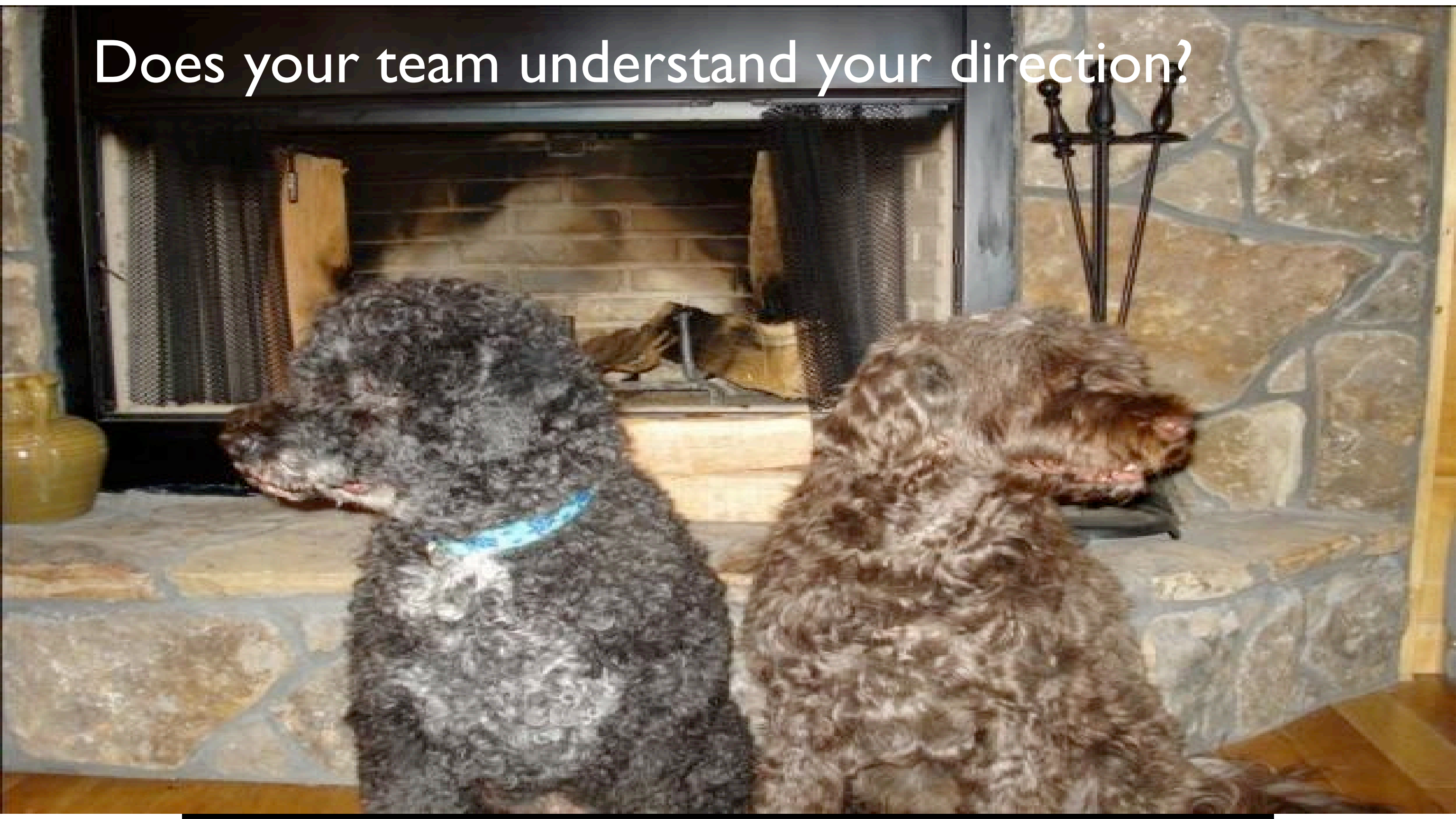
5- Minute Productivity Hack

Implement the "touch it once" principle for inventory management. When employees handle merchandise, they complete all necessary actions (price check, restock, straighten) in one interaction.

1. Vision



Does your team understand your direction?



A close-up shot of Steve Carell as Michael Scott from the TV show The Office. He is wearing a dark suit, white shirt, and a patterned tie. He has a slight, knowing smile and is looking directly at the camera. The background consists of horizontal window blinds.

And I knew exactly what to do. But in a much more real sense, I had no idea what to do.



5-MINUTE VISION PLAN

Our mission is what we do, such as “we play baseball.”
A vision is “we are going to the World Series.”
Leaders need to create a vision that gives people purpose and direction,
and coalesces them around a goal bigger than themselves.

Before establishing the vision, we need to know our mission.

What do we actually do?

Who do we serve now?

Think about the Really Big Picture to create the vision.

With a clearly understood mission, we can move into creating the vision.

Strategic thinking considers the big picture, potential changes, and every possible variable.

Who will we serve in the future?

In 5 years?

In 10 years?

In 20 years?

What major changes will we see in the future?

1.

2.

3.

How will these changes affect our purpose?

1.

2.

3.

What legacy do we want to leave? What do we want to be known for?

If there were no constraints, what would we do?

What is our vision?



Once the mission is clear, articulate the vision
“We are going to play in the World Series!”



2. Mission



3.

Strategically Plan



Do you have an updated strategic plan?



4. Plan For Growth





5-MINUTE BUSINESS GROWTH PLAN

Growing a business involves thousands of details. Sometimes we need to take a step back to discern what will take us to the next level. This assessment identifies where you're strong, what needs attention, and how to proceed.

We have a business plan that accurately describes our business.

☐ Yes ☐ Maybe ☐ Not Sure ☐ No

We have a strategic vision for our business that is driving us toward future success.

☐ Yes ☐ Maybe ☐ Not Sure ☐ No

Everyone is clear on our goals for moving the organization forward.

☐ Yes ☐ Maybe ☐ Not Sure ☐ No

We know our break-even points, as well as our total revenue, total cost, and profits.

☐ Yes ☐ Maybe ☐ Not Sure ☐ No

We have systems in place for actively generating, receiving, and thanking referrals.

☐ Yes ☐ Maybe ☐ Not Sure ☐ No

We have systems in place to show customers our appreciation for their business.

☐ Yes ☐ Maybe ☐ Not Sure ☐ No

We have systems in place for getting honest feedback.

☐ Yes ☐ Maybe ☐ Not Sure ☐ No

Our website is easy to navigate.

☐ Yes ☐ Maybe ☐ Not Sure ☐ No

Our website is mobile friendly.

☐ Yes ☐ Maybe ☐ Not Sure ☐ No

Our social media is updated consistently and linked to our website.

☐ Yes ☐ Maybe ☐ Not Sure ☐ No

Our website can capture customer contact information.

☐ Yes ☐ Maybe ☐ Not Sure ☐ No

We have trusted advisors to keep us on track such as a corporate advisor, board of directors, or a mastermind.

☐ Yes ☐ Maybe ☐ Not Sure ☐ No

We devote resources on professional training for our team.

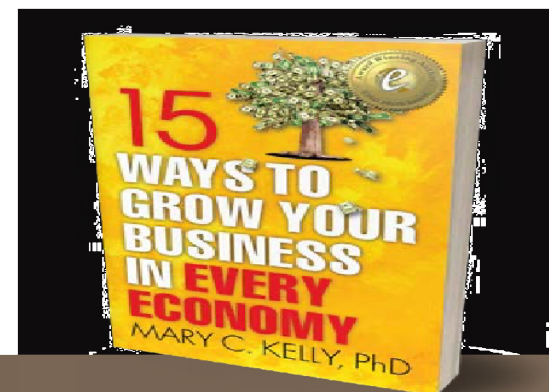
☐ Yes ☐ Maybe ☐ Not Sure ☐ No

Everyone on our team knows how to take great care of our customers.

☐ Yes ☐ Maybe ☐ Not Sure ☐ No

We follow up with our clients the way we should.

☐ Yes ☐ Maybe
☐ Not Sure ☐ No



5.

Clarify Goals





5-MINUTE GOAL SETTING PLAN

Many people don't achieve their full potential because they don't define and work toward goals. When writing a goal, start with "I will" and assign a date for completion.

My Goal! _____ **Completion Date:** _____

I will: _____

Obstacles

Goals are challenging for everyone, because everyone has obstacles. What are the obstacles? What are the solutions?

Obstacles	Solutions
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

Action Steps

What are 5 actions steps to make this goal a reality?

Action	Due Date	✓
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

I will know I'm successful when...

6.

Use AI
Effectively



97%

of business owners
believe ChatGPT will
help them grow their
business



Forbes 2024

64%

of businesses
expect AI to increase
productivity



77%
of employees
worry that AI
will take jobs



Forbes 2024

The background of the slide is a dark, semi-transparent image of a modern manufacturing facility. It features several large, yellow industrial robotic arms (likely KUKA or similar) positioned over assembly lines. The environment is filled with complex machinery, metal frames, and various components, suggesting a high-tech manufacturing environment. The lighting is somewhat dim, emphasizing the industrial and technological nature of the scene.

MANUFACTURING
gains of
\$38 TRILLION



21%
GDP increase by
2030 due to AI

SO MUCH POTENTIAL...

- ✓ Efficient way to automate repetitive tasks
- ✓ Increase data collection
- ✓ Enhance employee engagement
- ✓ Improve employee productivity
- ✓ Better decisions based on patterns + insights
- ✓ More 24/7 responsiveness to user/citizen needs
- ✓ Minimize loss + risk
- ✓ Hire better-qualified candidates
- ✓ Train employees more effectively

WATCH FOR PITFALLS...

- ✓ People still need to do quality control
- ✓ Needs good collection mechanisms
- ✓ People don't understand the processes they manage
- ✓ People need soft skills, like critical thinking
- ✓ Depends on robust, quality data
- ✓ Cold, impersonal, and frustrating when it is wrong
- ✓ Monitoring leads to a lack of privacy
- ✓ AI bias & often lacks data
- ✓ Not a substitute for leadership & mentorship

43%

of businesses are
concerned about
technology dependence

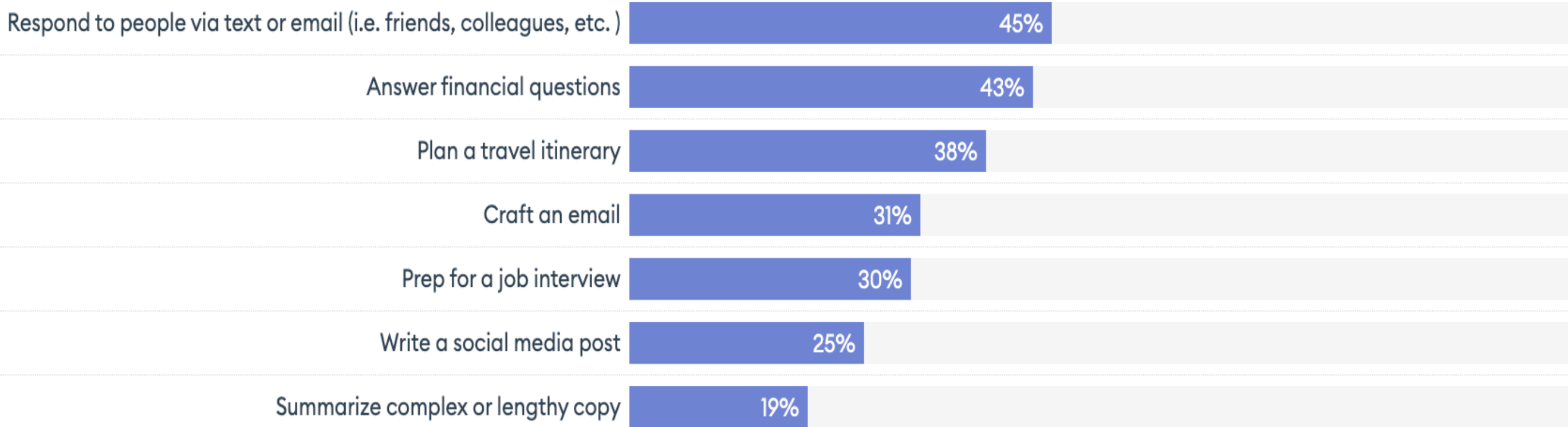




Most Popular AI Uses in 2024

The most popular AI uses include responding to messages, answering financial questions, planning travel itineraries and crafting social media posts as its versatility transforms everyday tasks.^[7]

Most Common Way Consumers Plan to Use Artificial Intelligence

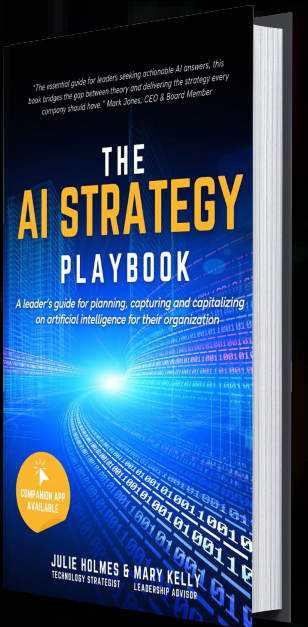




WHAT LEADERS SAY...

Only **4%**

Have a roadmap for AI



AI Readiness
Assessment

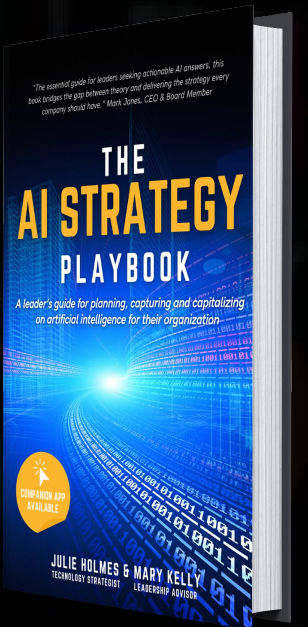




WHAT LEADERS SAY...

86%

KNOW OR SUSPECT PEOPLE ARE USING
UNAPPROVED AI TOOLS FOR WORK



AI Readiness
Assessment





STOP CHASING THE
WAVE





5-MINUTE

5-Minute AI Strategy Plan, Part 1

AI is here and we need to have a plan. Developing an AI strategy is a critical step for businesses looking to leverage artificial intelligence effectively.

Here are the first 5 steps a business leader can take to start an AI strategy plan.

1. Define Your Objectives

Start by clarifying the objectives of your mentorship program.

- **Understand the possibilities:** Identify the specific business problems or areas where AI can have the most significant impact.

Our main objectives are:

- _____
- _____
- _____

2. Set Measurable Goals

Establish clear, measurable objectives for what the AI strategy should achieve.

Our main goals:

- _____
- _____
- _____

3. Assess AI Readiness

- **Evaluate Current Capabilities:** Assess the current technological infrastructure, data readiness, and in-house skills.
- **Identify Gaps:** Determine what resources, skills, or technology are lacking and need to be acquired.

The AI Strategy Playbook Assessment is at: <https://ai-readiness-for-leaders.scoreapp.com/>

Our gaps are:

- _____
- _____
- _____

4. Allocate Resources

Ensure there is a budget and resources dedicated to AI initiatives. Even though AI ultimately saves time, resources, and productivity, in the beginning, implementing the AI may require an investment.

5. Build a Skilled Team

- **Hire Experts:** Consider hiring AI specialists or upskilling existing staff.
- **Form Cross-Functional Teams:** Encourage collaboration between AI experts and other departments.

People who want to be more involved without AI initiatives are:

- _____
- _____
- _____

6. Prioritize Data Management

- **Improve Data Quality:** The data AI can use is only as good as the data the AI receives. Consider a closed AYI network so that you realize the data that you are feeding it is robust, up to date, and accurate for the issues you are asking AI to consider. Ensure the availability of high-quality, relevant data as it is the foundation of effective AI.
- **Establish Data Governance:** Implement policies and practices for data management and security. Some data has privacy or legal restrictions that prevent it from being shared on open networks.



7.

Use





Effective

Marketing

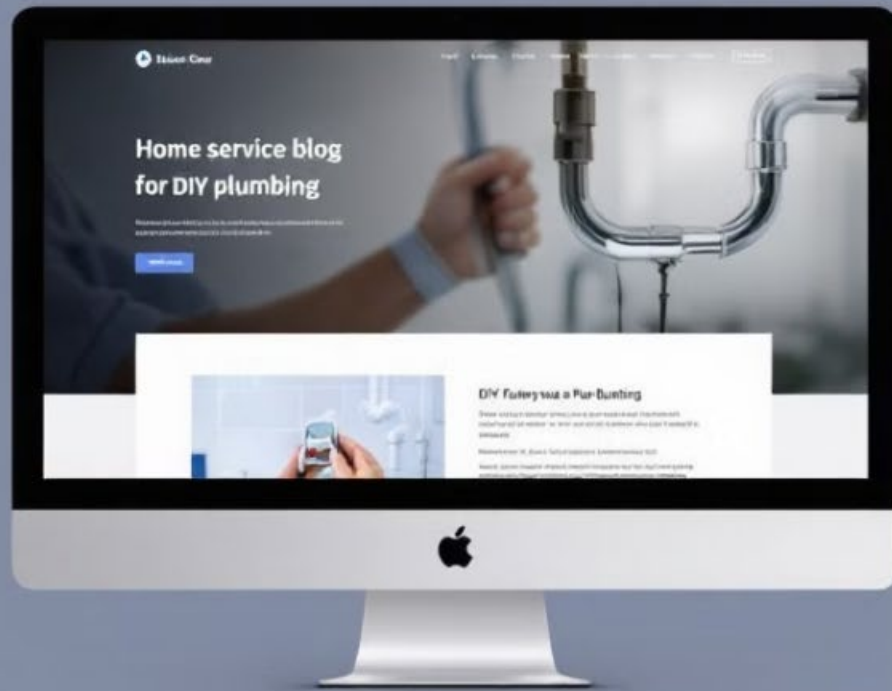




Local SEO: Dominate Your Service Area

-  **Google Business Profile**
Claim and optimize your listing with service areas, photos, and regular updates to boost local visibility.
-  **Area-Focused Pages**
Create content for each neighborhood you neighborhood you serve to improve local local search rankings.
-  **Location-Specific Keywords**
Target terms like "plumber in [city]" to to capture customers in your service area. area.
-  **Local Citations**
Build consistent listings across directories directories to strengthen local search presence.

Content Marketing: Establish Authority and Trust



How-To Guides

Create easy to establish expertise while attracting attracting search traffic.

Blog Articles

Publish regular posts addressing common customer questions and issues.

Video Tutorials

Demonstrate simple value on YouTube to build to build brand awareness and trust.

Success Stories

Showcase dramatic before/after transformations to highlight your quality quality work.

Which picture appeals to you most?

1. Coffee

2. Beach

3. Testimonial

4. Animals

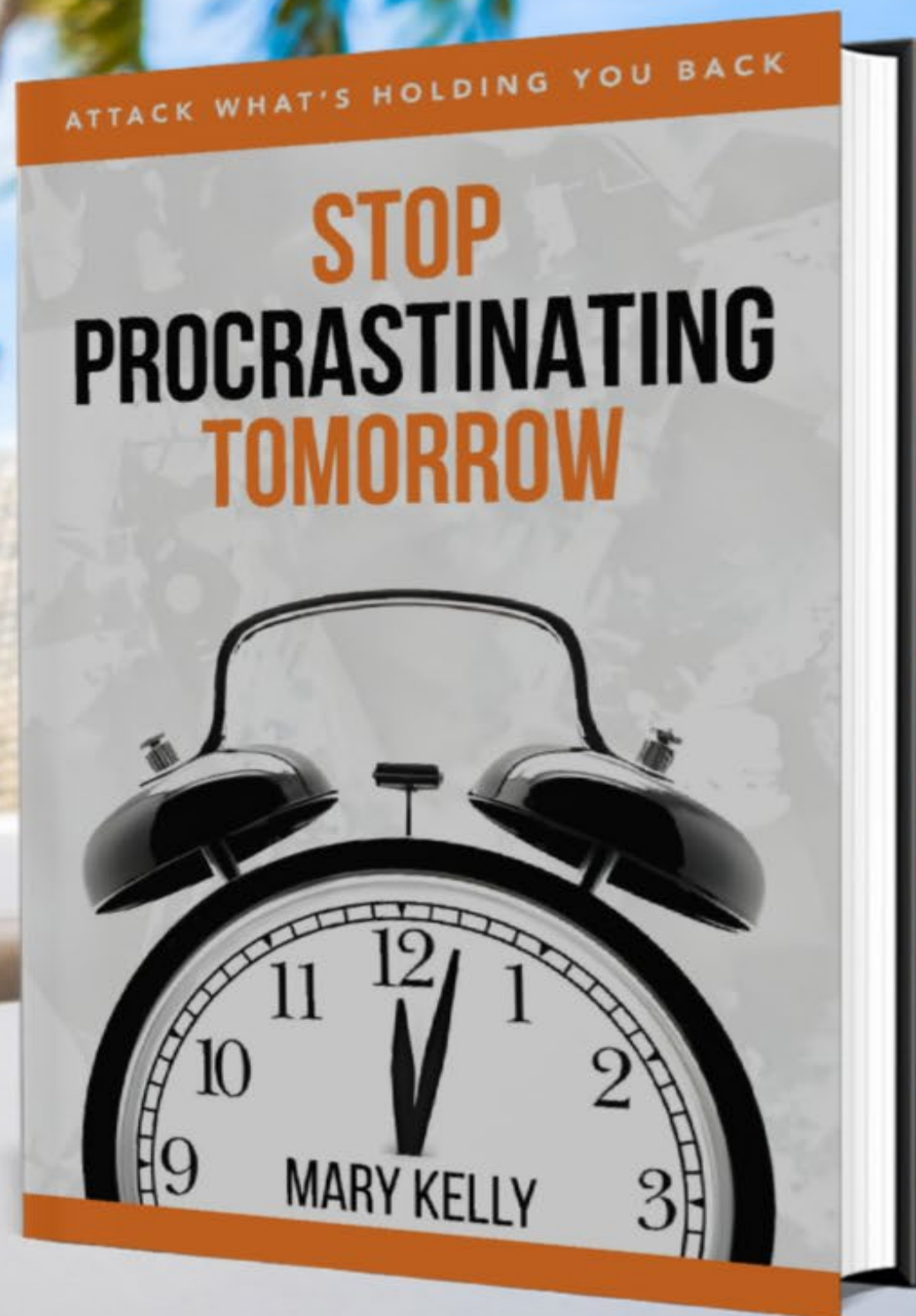
ATTACK WHAT'S HOLDING YOU BACK

STOP PROCRASTINATING TOMORROW

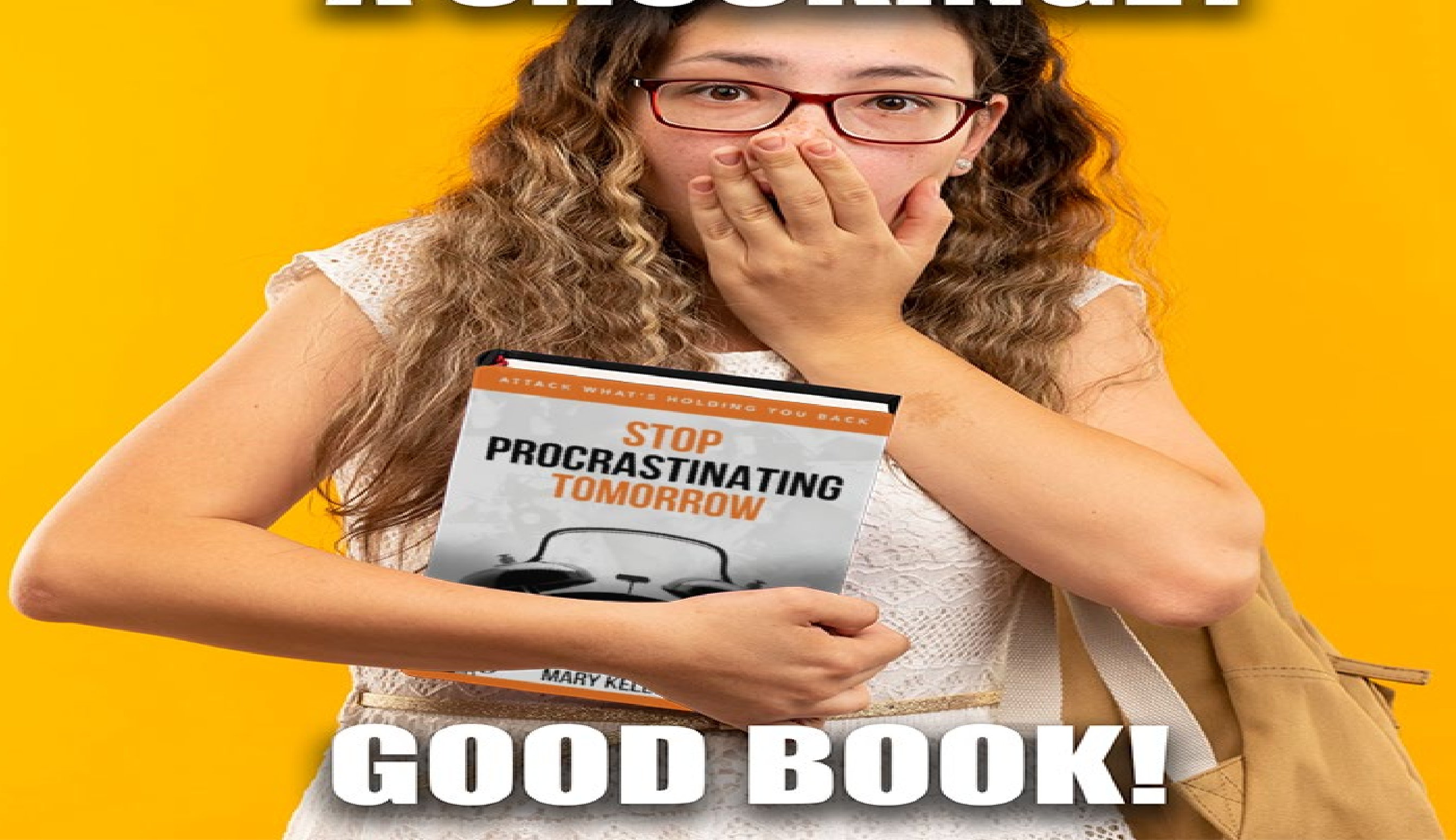


MARY KELLY





A SHOCKINGLY



GOOD BOOK!

A BOOK YOU'LL DEFINITELY



WANT TO GET YOUR PAWS ON!

THIS BOOK IS SO GOOD



**YOUR CAT WILL WANT
TO READ IT**

Which picture appeals to you most?

1. Coffee

2. Beach

3. Testimonial

4. Animals

8. Work Your List



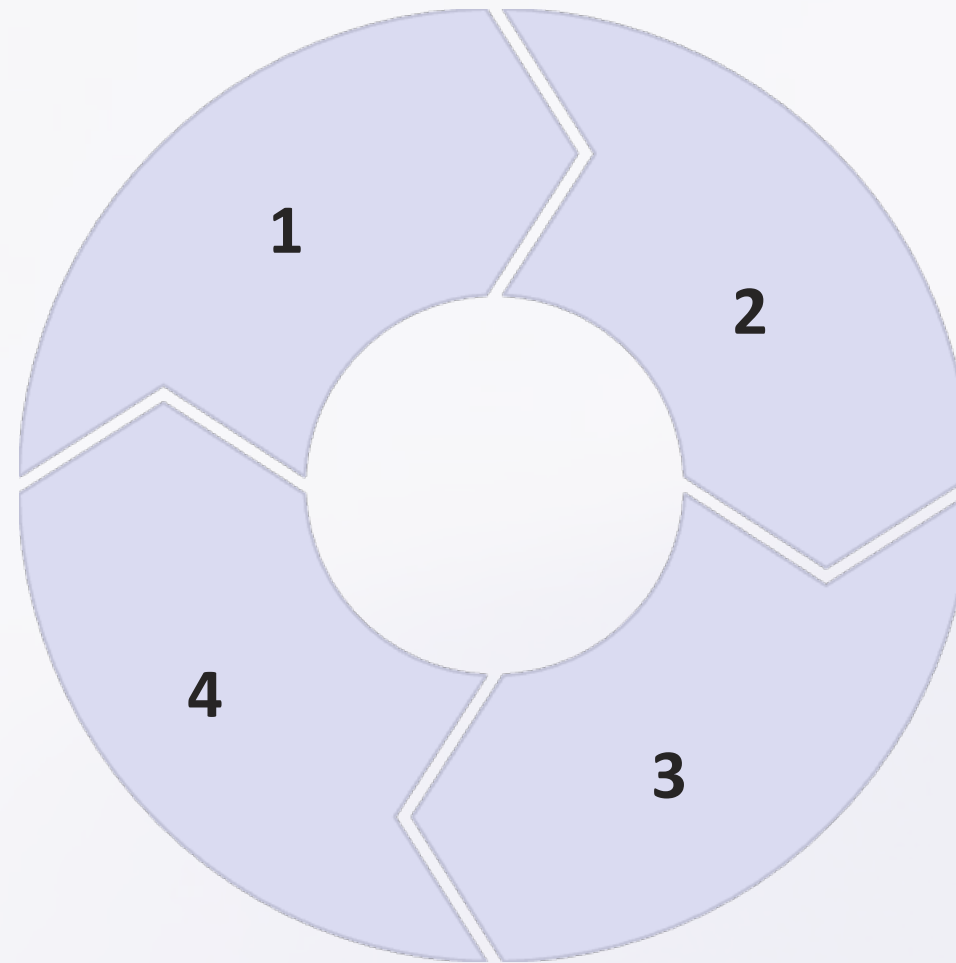
Email Marketing: Nurture Leads and Drive Repeat Business

Segment Your List

Group customers by needs and type.

Helpful Tips

Share valuable advice to advice to maintain engagement.



Reminders

Send emails with helpful reminders

Exclusive Promotions

Offer subscriber/client-subscriber/client-only discounts.

Email marketing delivers the highest ROI of any digital channel.
Regular communication keeps your business top-of-mind.

9. Request Testimonials



10. Sell Well



Sales Growth in a Competitive Market

What to Avoid

- Price wars that erode margins
- Inventory bloat across too many categories
- Chasing every trend without strategy
- Neglecting staff product knowledge
- Inconsistent customer experience

These common pitfalls can quickly undermine profitability and brand positioning in the sporting goods sector.

What to Leverage

- Community-based marketing and events
- Strategic vendor partnerships for exclusives
- Staff expertise as a differentiator
- Local sports team connections
- Data-driven inventory management

Successful retailers create unique market positions by leveraging these strategic advantages rather than competing solely on price.





5-MINUTE SALES PLAN

Everyone in every organization is in sales. Every time you represent yourself or your organization, you are conveying value. Sales is helping people find solutions to their needs.

Most sales specialists agree that the most effective sales transactions are those where both parties feel like they are better off.

Great sales people know to:

1. Research the customer's needs.

Know their business, their industry, their competition, and their core issues.

2. Focus on the customer.

Ask clarifying, specific, and smart questions.

3. Suggest the right solutions for the customer's needs.

What do I or my products do to solve my customer's problem?

One of the best pieces of advice I ever got was from my dad at a trade show. I had a couple willing to buy a full case of items when they really only wanted half. My dad said, "Never sell what they don't want."

Almost everyone else is going to try to upsell. When you give people exactly what they want, they remember that. No one likes being oversold.

4. Acknowledge the challenges and provide options.

Hopefully, you are the solution, but sometimes you may not be. In that case, know your competition well enough to know when they are a better fit for your customer. Refer your customer to the right source and facilitate the introduction. Again—they will remember.

5. See the issue from the customer's perspective.

Be relatable, empathetic, and genuine. No one likes to be sold to, but people like buying. Put yourself in their shoes. How would I feel if I had this issue?

6. Agree to work together.

The best transactions are viewed as partnerships.
"I am excited to be your partner as we move forward with

-----"

7. Follow up.

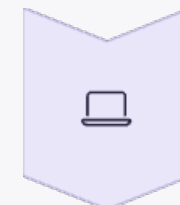
The sales process does not end once the transaction is completed. Stay in touch!

omnishop



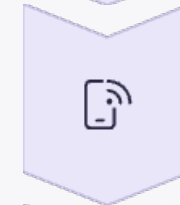
**Your journey.
Your style.**

Creating an Omnichannel Experience



Digital Discovery

Customers look online, compare specifications, & read reviews



Mobile Engagement

Location-based notifications, in-store navigation, & mobile offers



In-Store Experience

Product testing, expert advice, & sensory evaluation unavailable online



Post-Purchase Support

Follow-up communications, usage tips, & product suggestions

An effective omnichannel strategy creates a consistent, seamless experience across all touchpoints.

The key is recognizing that customers don't think in channels—they expect your brand to recognize and remember them regardless of how they interact with you.

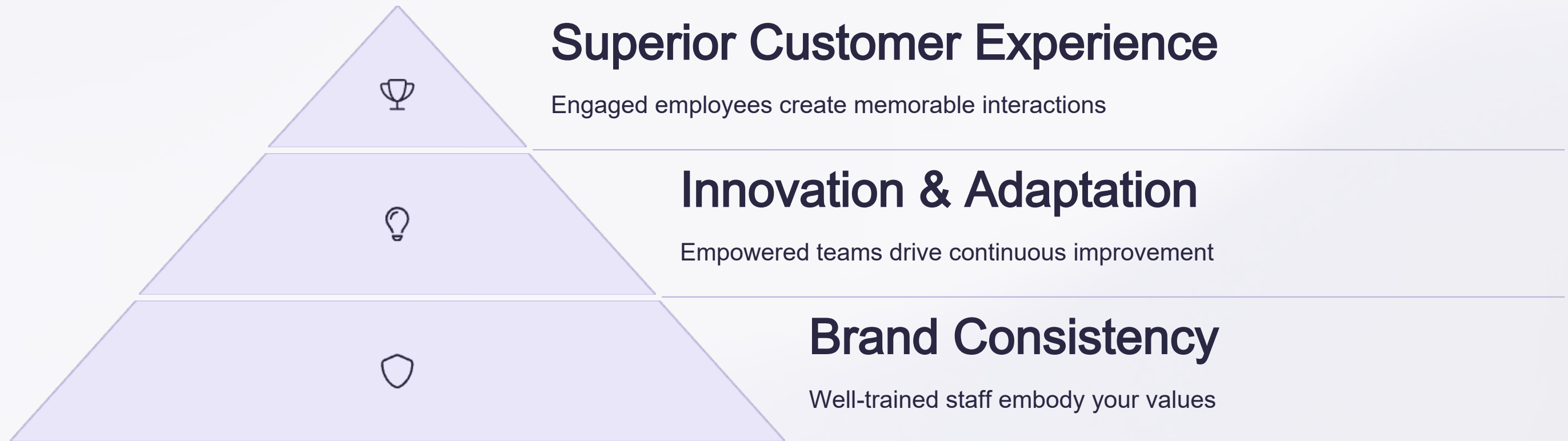
Successful sporting goods retailers ensure inventory visibility, pricing consistency, and unified customer profiles across all platforms.

11.

Be A.R.M.E.D.



Why Talent is Your Competitive Advantage



While products can be imitated and prices can be matched, a motivated, knowledgeable team creates sustainable competitive advantage.

Sporting goods retailers with high employee engagement scores outperform their competitors. Being proactive about talent management rather than reactive to turnover creates stability and excellence that customers recognize and reward with loyalty.

A – Attract



Compelling Employer Brand

Define and communicate what makes your sporting goods store unique as an employer. Highlight your connection to sports enthusiasm, health promotion, and community involvement to attract candidates who share these passions.



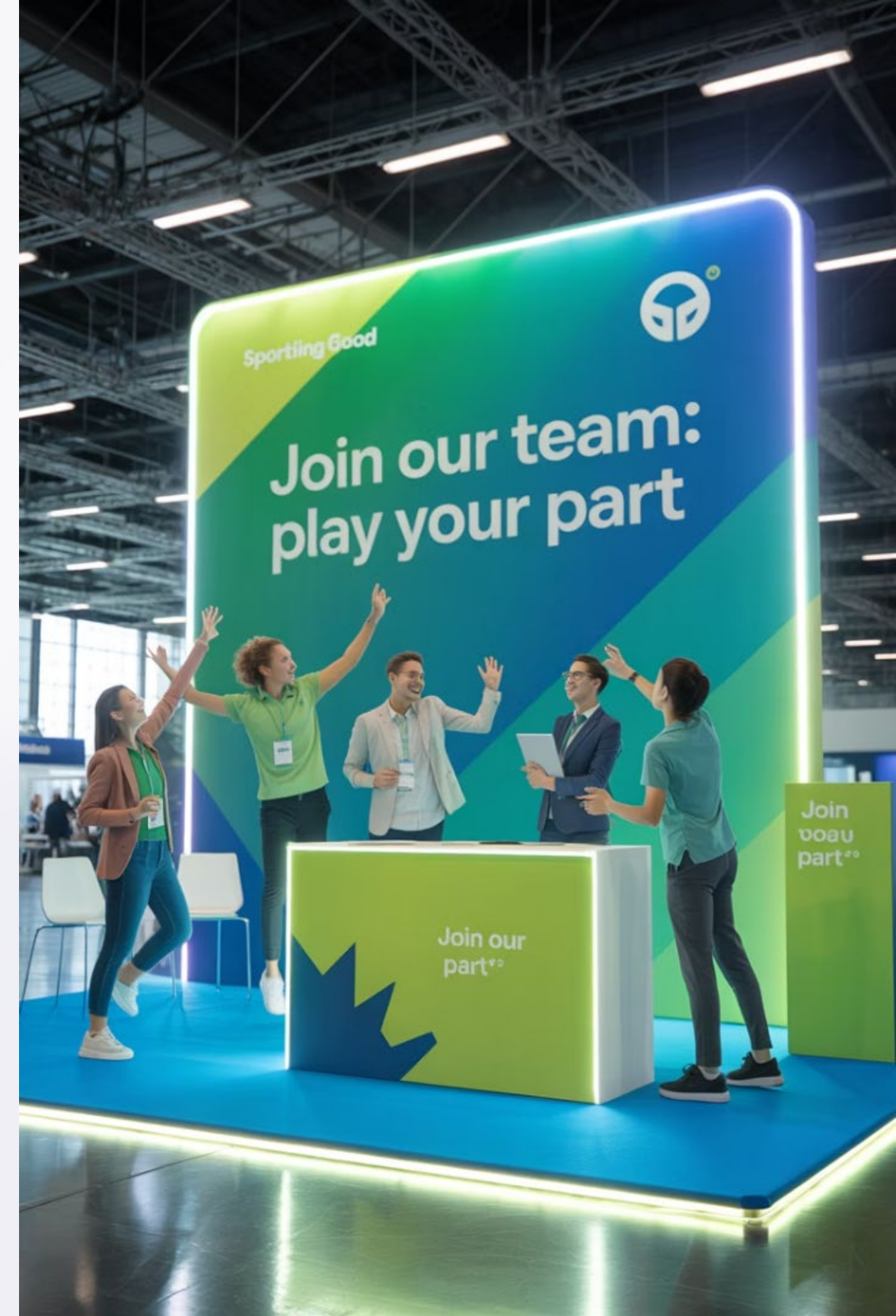
Visible Career Pathways

Show potential hires that your sporting goods store offers growth opportunities. Create and promote clear advancement tracks from entry-level positions to specialized roles and management.



Clear Purpose & Values

Today's retail employees, especially younger workers, seek meaning beyond a paycheck. Articulate how your business contributes to healthier, more active lifestyles and how individual roles support this mission.





R– Recruit & Retain



Culture-Focused Hiring

Assess candidates for values alignment and cultural fit alongside technical skills and experience



Opportunity Pathways

Create visible advancement tracks with clear milestones for progression



Open Communication

Establish regular feedback mechanisms and transparent information sharing



Recognition Systems

Develop meaningful ways to acknowledge contributions and celebrate achievements

M – Mentor & Manage

Set Clear Expectations

- Define specific, measurable performance standards
- Communicate the "why" behind requirements
- Establish regular check-in schedules
- Document expectations in writing

Provide Ongoing Feedback

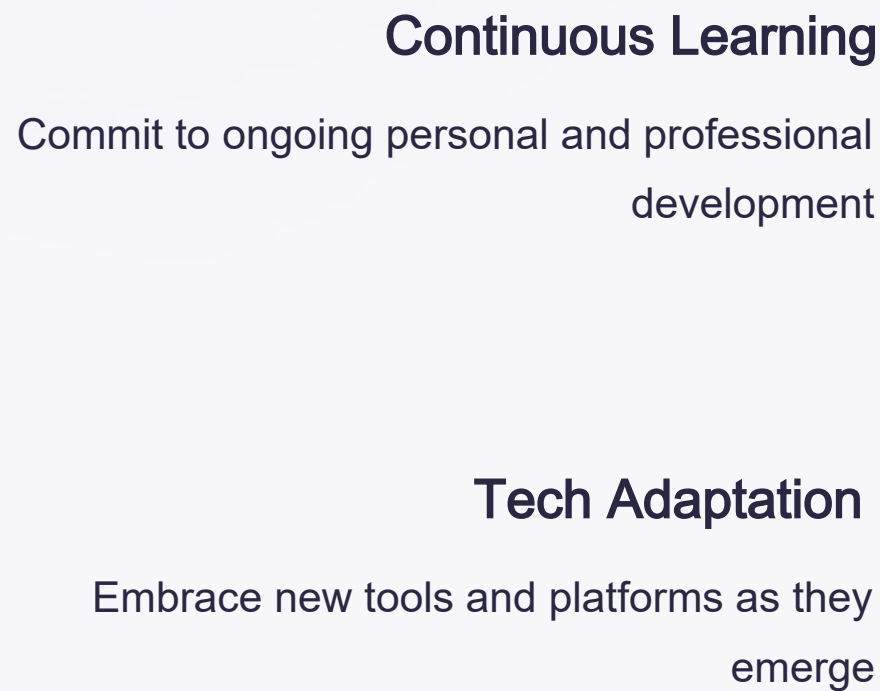
- Offer immediate, specific praise for good work
- Address performance gaps promptly and privately
- Focus feedback on behaviors, not personality
- Use concrete examples in all discussions

Facilitate Growth

- Create individual development plans
- Match mentors with high-potential employees
- Rotate responsibilities to build diverse skills
- Delegate progressively challenging assignments



E – Evolve



Retail leadership evolution isn't optional—it's essential for survival in a rapidly changing marketplace. Just as athletic equipment continuously improves with new materials and designs, retail leaders must upgrade their skills and perspectives to remain competitive. This requires dedicating time for strategic thinking despite the daily operational demands of store management.

D – Develop

Identify Future Leaders

Systematically assess your team for leadership potential using both performance metrics and character indicators. Look for employees who demonstrate initiative, problem-solving ability, and positive influence on peers.

Develop a formal process to tag high-potential employees and track their development pathway through the organization.

Create Development Opportunities

Design stretching assignments that build leadership capabilities while contributing to store goals. These might include leading special projects, managing seasonal staff, or coordinating community events.

Provide access to formal training through industry certifications, vendor education programs, and retail management courses.

Measure Growth Progress

Establish clear milestones for leadership development with specific competencies to master at each level. Create regular review points to assess progress and adjust development plans accordingly.

Celebrate achievements publicly to reinforce the importance of leadership growth in your organization's culture.



The A.R.M.E.D. Checklist

A – Attract	<div><input type="checkbox"/>Employer brand clearly defined</div> <div><input type="checkbox"/>Purpose and values articulated</div> <div><input type="checkbox"/>Career pathways documented</div> <div><input type="checkbox"/>Community presence established</div>
R – Recruit & Retain	<div><input type="checkbox"/>Culture-focused interview process</div> <div><input type="checkbox"/>Competitive compensation package</div> <div><input type="checkbox"/>Staff engagement measured quarterly</div> <div><input type="checkbox"/>Recognition program active</div>
M – Mentor & Manage	<div><input type="checkbox"/>Performance expectations documented</div> <div><input type="checkbox"/>Regular coaching sessions scheduled</div> <div><input type="checkbox"/>Feedback training for all managers</div> <div><input type="checkbox"/>Development plans for all staff</div>
E – Evolve	<div><input type="checkbox"/>Leadership training budget allocated</div> <div><input type="checkbox"/>Industry trends regularly reviewed</div> <div><input type="checkbox"/>Technology adoption plan current</div> <div><input type="checkbox"/>Strategic thinking time protected</div>
D – Develop	<div><input type="checkbox"/>High-potential employees identified</div> <div><input type="checkbox"/>Succession plans for key positions</div> <div><input type="checkbox"/>Mentorship program operational</div> <div><input type="checkbox"/>Growth metrics tracked and reviewed</div>

12. See Opportunities





5-MINUTE OPPORTUNITY PLAN

In the middle of fast-paced changes and a fluctuating environment, it is easy to freeze into inactivity. During times of turmoil and disruption is when people need their leaders the most. This is also the time to find opportunities.

Humans do not like change. We prefer security and stability, which is why change, for most people, is difficult. The habenula, that part of our brain which helps us deal with change, doesn't like it. Once we accept the change, we tend to adapt fairly quickly.

For some people, it is tough to see opportunities when situations are changing, especially if they are changing due to events outside of our control. Great leaders are not only resilient during adversity, they also synthesize information quickly, and then take the right action fast. They are able to see opportunities even in tough situations.

Every challenge brings with it the opportunity to help others, solve problems, and move forward. As leaders, that is why we are here.

It is helpful to ask questions such as

Where are there unmet needs where we can help?

Where can I best serve other people?

Where can I best serve my team?

Where can we best serve our clients, customers, patients, and members?

What are my people's immediate needs right now?

If I had plenty of money, resources, and time, what would I do first?

What needs to be invented to solve this problem?

What is the craziest possible idea for this situation?

What is the craziest impossible idea for this situation?

What needs to be invented or developed for the impossible solution to work?

What are the benefits of having this challenge right now?

In a year, what will we say was a great outcome of this situation?





city of
suwan

Visual Merchandising Excellence

Key Principles

- Rule of 3: Group products in threes for visual appeal
- Color Blocking: Arrange by color for visual impact
- Lifestyle Merchandising: Show products in use
- Cross-Promote: Display complementary items together
- Have Space: Breathing room between displays

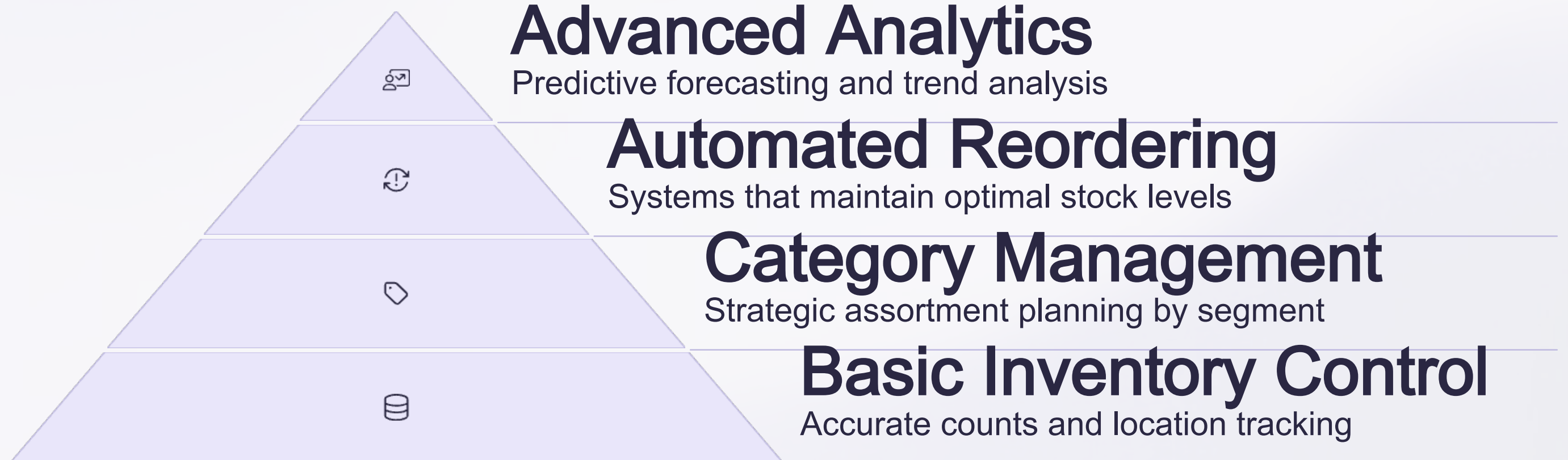


Power Positions

Strategic placement of high-margin or promotional items at eye level and in high-traffic areas can increase sales of those products by up to 85%.

Implement a regular rotation schedule to keep displays fresh and highlight different product categories.

Inventory Management Optimization

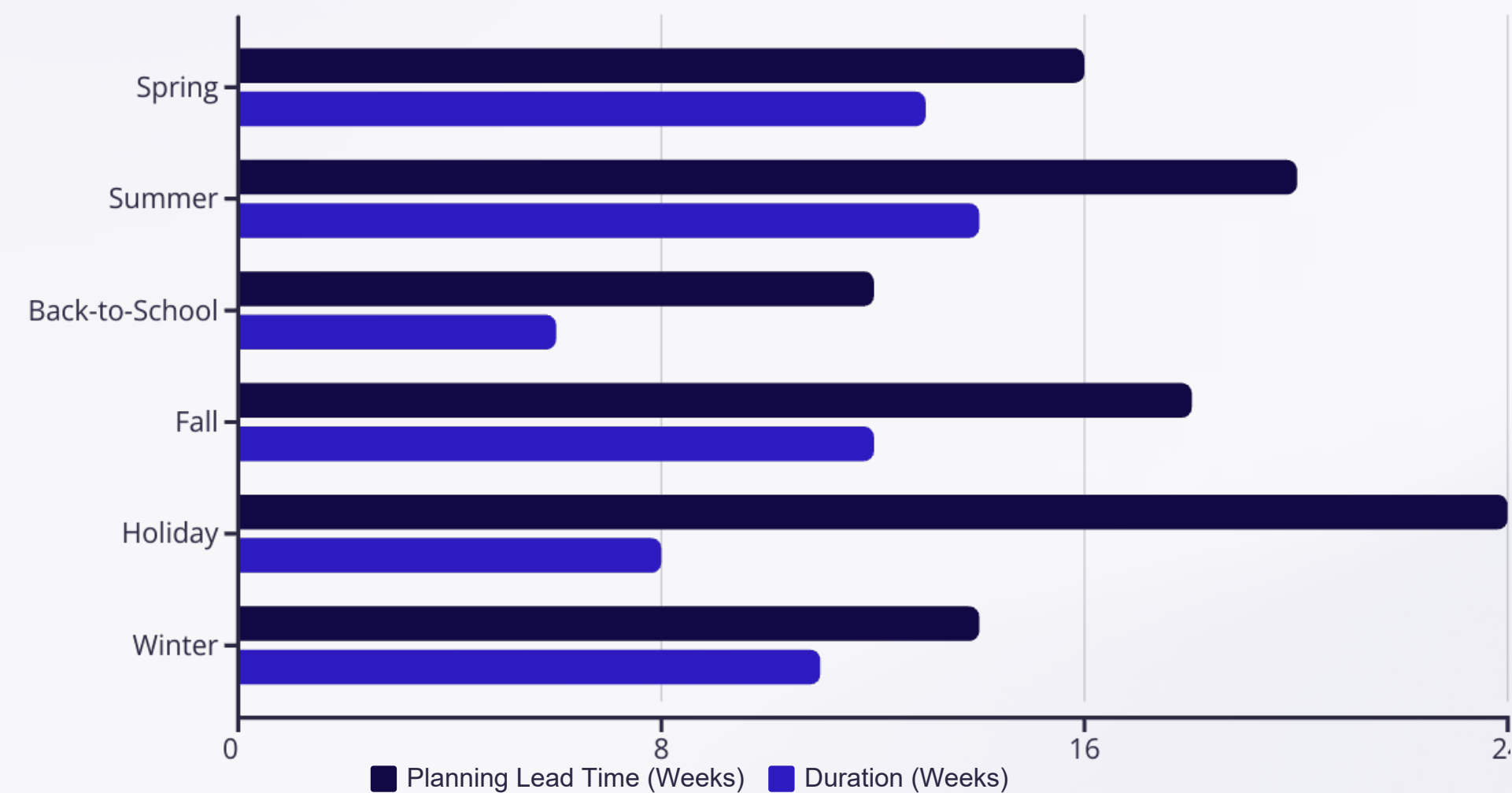


Effective inventory management begins with accuracy and builds toward sophisticated predictive capabilities.

In sporting goods retail, where seasonal fluctuations and trend sensitivity are particularly pronounced, developing robust inventory systems is essential. By implementing a systematic approach to inventory management, retailers can simultaneously reduce carrying costs and minimize stockouts.

The typical sporting goods retailer can reduce inventory investment by 15-20% while improving in-stock rates by implementing advanced inventory management practices.

Seasonal Planning Calendar



Successful sporting goods retailers operate with a detailed seasonal planning calendar that accounts for the unique rhythms of their business. Each season requires specific lead times for ordering, marketing planning, staff training, and display setup. By developing and following a systematic calendar, retailers can avoid the common pitfalls of late merchandise arrivals, rushed promotions, and unprepared staff.

Creating a Community Hub

Host Events & Clinics

Transform your store into a community gathering place by hosting events that connect to your products and local interests. Running technique workshops, equipment demonstration days, and local athlete meet-and-greets all create reasons for customers to visit beyond just making purchases.

Example: A monthly "Trail Tuesday" event where local hiking experts share insights about nearby trails and appropriate gear.

Support Local Teams

Develop partnerships with local sports teams, from youth leagues to adult recreational groups. Offer team discounts, sponsor uniforms or equipment, and create in-store recognition for team achievements.

Example: A "Wall of Champions" featuring photos of sponsored teams and individual athletes who shop at your store.

Create Activity Groups

Establish store-sponsored activity groups that bring customers together around shared interests while showcasing your products in action. Running clubs, yoga sessions, and bike maintenance workshops all build community while reinforcing your expertise.

Example: A "Saturday Morning Striders" walking group that meets at your store before heading out for a community walk.

Employee Onboarding Excellence

Pre-Boarding Preparation

Begin the relationship before day one by sending a welcome package with store information, dress code details, required paperwork, and a personal note from the manager. Include a small branded item to build excitement and connection.

Create a structured first-week schedule that balances administrative tasks with hands-on learning and relationship building. Share this schedule in advance so new hires know what to expect.

Immersive First Experience

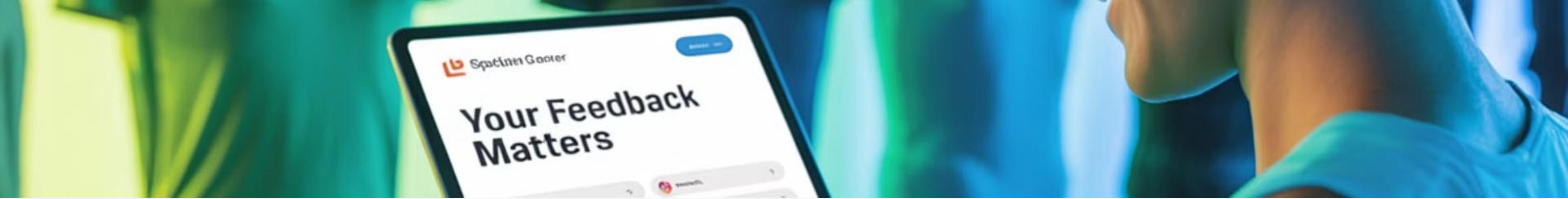
Design the first day to be memorable and engaging, focusing more on culture and relationships than paperwork. Pair new hires with enthusiastic team members who exemplify your values and provide a store tour that includes both customer-facing areas and back-of-house operations.

Incorporate hands-on product experiences where new associates can try equipment and apparel to build firsthand knowledge and enthusiasm.

Structured Skill Development

Implement a 30-60-90 day training plan with clear milestones and expectations. Use a combination of e-learning modules, in-person training, and on-the-job coaching to develop both technical skills and cultural behaviors.

Schedule regular check-in conversations to provide feedback, answer questions, and adjust the development plan based on individual progress and needs.



Customer Feedback Systems



Collect Systematically

Implement multiple feedback channels including post-purchase surveys, and review solicitation emails



Analyze Effectively

Look for patterns across feedback sources and track trends over time to identify systemic issues



Respond Promptly

Acknowledge all feedback within 24 hours and provide substantive responses to concerns



Implement Improvements

Create action plans based on customer insights and communicate changes back to customers

Your Retail Success Journey



Celebrate Progress

Recognize and reward even small wins as you implement the strategies from this presentation.

Creating a culture of celebration reinforces desired behaviors and builds momentum for continued improvement in your sporting goods business.



Embrace Improvement

Commit to an ongoing cycle of planning, implementation, evaluation, and refinement. The most successful retailers view excellence as a journey rather than a destination, constantly seeking new ways to enhance the customer and employee experience.



Build Your Legacy

The ultimate measure of your success is not just the financial results you achieve, but the people you develop and the positive impact you have on your community.

By nurturing future leaders, you create a lasting legacy that extends far beyond today's sales figures.

13.

Manage Your Time



EVERYTHING

EVERYTHING

TO DO: EVERYTHING



EVERYTHING

EVERYTHING

Prioritize Like a CEO

MITs

1-3 Most Important Tasks daily

80/20 Rule

Focus on high impact activities

Eisenhower Matrix

Urgent vs. Important framework

Successful executives focus relentlessly on what truly matters

They identify key priorities before opening email.

They avoid confusing urgent with important.

14.

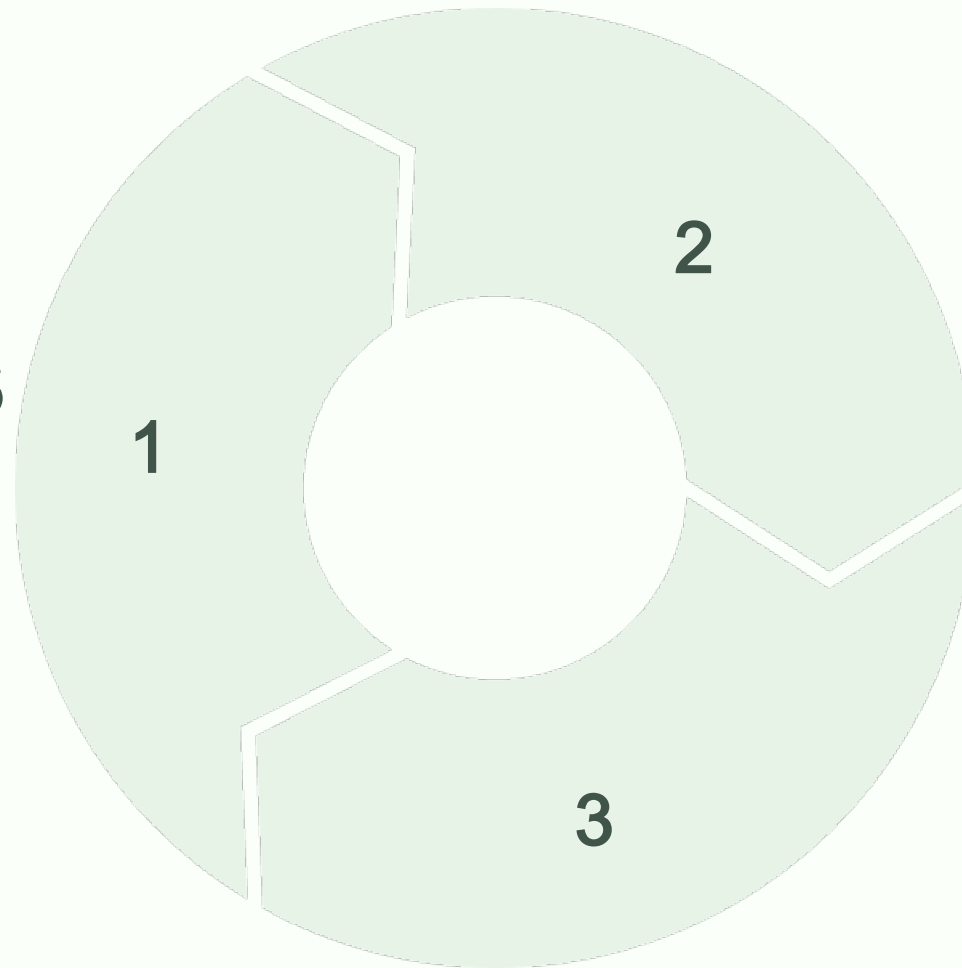
Stay Focused



Create Focused Work Blocks

Deep Work Blocks

2-3 hours daily of uninterrupted focus



Pomodoro Session

25-minutes of concentrated work periods

Strategic Thinking Time

Protected blocks for big-picture planning

Protect your calendar from constant interruptions.
Train your team to respect focus time.
Create distraction-free environments for maximum output.

15. Schedule What Is Important





DATE: _____

Calls to Make	
Phone # or Person	Regarding

Appointments/Meetings	
Time	Person/Place

Appointments/Meetings	

Follow Up	

To Do	

Today's Accomplishments	