



ODA/Management Review

Customer Development



A NOTE FROM JOEL End of Summer 2022

My Management Reviews cover a variety of subjects, designed to help managers develop their employees. This month, we are going to shift gears a bit and focus on the customer instead.

This came to mind recently because of some current experiences. I have been a golfer for many years and enjoy the game very much. Recently, I played with a friend of mind and during the round we discussed his vocation. He has been a manager in a couple of different golf retail stores. We discussed a topic which often frustrates retailers.

The topic is, should a retail store be designed for the customer ease of shopping, with accessible displays, nice wide aisles, short checkout lines, etc.? Of course, the answer is yes.

But how about the employees in the store? Is the store designed for efficient stocking, display construction, safe working conditions, cash registers, etc.? Of course, the answer is yes.

But my friend took me behind the scenes of a big golf retailer. What we found was awkward logistics, cramped employee break rooms, etc.

In our discussions my golf friend was able to share some things that he had done at his store. First of all, his retail teams had excellent training and substantial authority to help customers.

Management of employees at a retail level.

I will share some of those customer focused ideas in upcoming newsletters.

Regards,

Joel