



# Culture of Selling



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**Our mission** is to help independent home improvement and paint and decorating retailers, regardless of affiliations, become better and more profitable retailers.

# What is a Culture of Selling?



# Culture of Selling

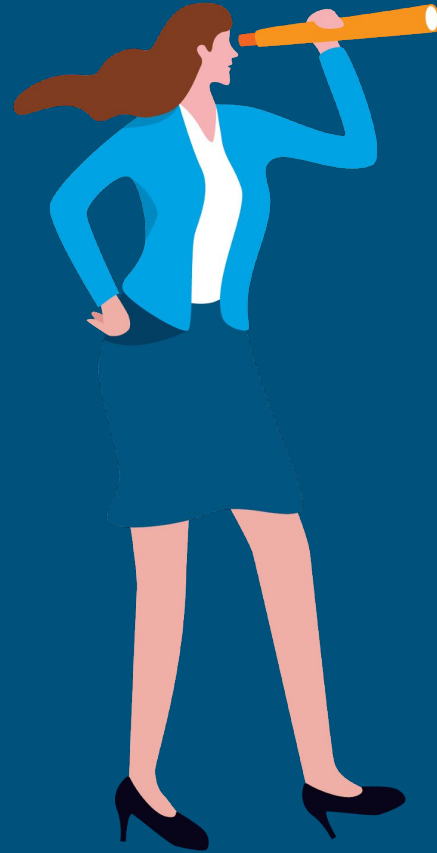
A culture of selling is one where everyone is **actively** involved in increasing sales and working towards the same goals.

# Creating a Culture of Selling

1. Establish Clear Goals
2. Define Key Metrics
3. Establish Roles of the Entire Team
4. Leadership Lessons to Implement & Drive Sales
5. Build Confidence Through Training
6. Clarifying Roles & Responsibilities
7. Actionable Ways to Improve Average Ticket



*Step 1:*  
**Establish  
Clear Goals**



# Establish Clear Goals

## *Define Specific Targets*

1. Net Sales
2. Average Ticket
3. Customer Count
4. Conversion Rate
5. Gross Margin



***These metrics serve as benchmarks for measuring progress.***



# *Tip 2:* Define Key Metrics



# What Are Your Numbers?

- Identify your current numbers
  - What are you currently measuring?
  - How are you tracking it?
  - Who currently has access to the numbers?
- Determine who needs to be trained
- Set goals to improve and track your KPIs



# Tip 3: Establish Roles



# Clarifying Everyone's Role in the "Culture of Selling"

- Owner's Role
- Manager's Role
- Frontline's Role



# Owner's Role

- Determine which key drivers to focus on and set goals.
- Set expectations for the management team.
- Establish accountability metrics.
- Review progress and address roadblocks.



# Manager's Role

- Participate in financial management training,
- Create and implement steps to reach the key driver goals.
- Implement the programs and track the metrics.
- Guide and hold the frontline accountable.



# Frontline's Role

- Actively participate in team trainings and programs.
- Understand the role they play in the customer experience.
- Offer consistent and quality customer service.



# Questions to Ask:

## *Answer the following questions*

- What role do you currently play?
- Will you need additional support or training?
- What people/areas will need additional support or training?
- Will your role change going forward?





*Tip 4:*

# Leadership Lessons



# Leadership Lessons

- Implement lessons to support the leadership team.
- Determine roadblocks and discuss concerns
- Provide the tools needed to support the culture of selling
- Give regular feedback



# Utilizing Your Company Culture and Core Values to Grow the Business

- Lead the change in culture through the core values.
- Share how each person impact the business.
- Create a win-win mindset on the customer experience.



# *Tip 5:* Build Confidence Through Training



# Building Confidence Through Training

- Product knowledge
- Customer service
- Soft skills
- Financial
- Hands-on training
- Add on sales
- Project completion

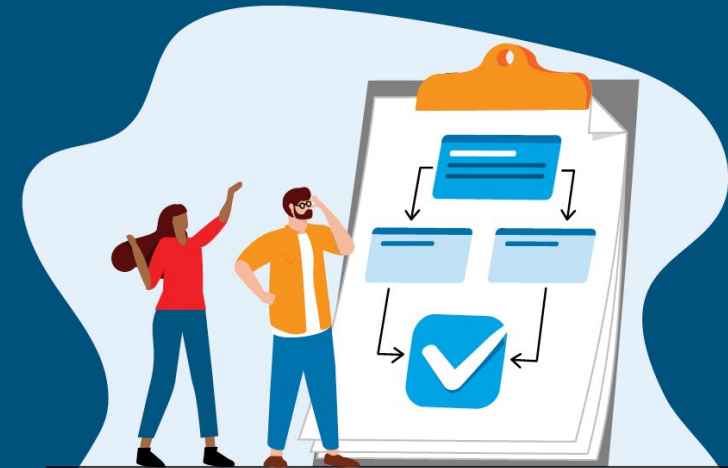


# Tip 6: Clarify the Individual Impact



# Ensure Everyone Understands How Their Role Impacts the Business

- Prepare for roadblocks and be prepared to eliminate them.
- Measure your progress and hold your team accountable.



# Ensure Everyone Understands How Their Role Impacts the Business

- Observe your team's customer service skills
- Give immediate feedback





# Tip 7: Utilize Activities to Grow Sales



# Identify Areas That Need Improvement

- Customer experience touchpoints—merchandising, operations, customer service, etc.
- Implement actionable ways to increase your average ticket—challenges, activities and programs.



# Actionable Ways to Increase Your Average Ticket

- **Clip Strip Challenges**
- **Average Transaction Challenge**
- **Win the Day**
- **Impulse Area Review**
- **Item of the Month**
- **Encap Programs**
- **Add-on Item Training**
- **Basket/Cart Training**
- **Cross Merchandising**
- **POP/Silent Sellers**
- **Review Service Areas for Improved Selling Options**
- **Feedback Loop from Team and Customer**
- **Top 100 Item Review**
- **Salesfloor Productivity Analysis**

# Questions to Ask:

## *Answer the following questions*

- What are you currently doing to drive sales within your store?
- Do you currently have any challenges, activities or programs in place?
- What roadblocks are you facing?



# Final Tips!

- Don't try to do it alone
- Get the **WHOLE** team involved
- Be clear with your goals
- Discuss the objections and learn from them
- Measure the goal and share the progress with the team
- Give it time to sink in
- Measure, Adjust & Repeat



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**Measure, Adapt & Repeat!**



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