

## Schedule for using the RPM reports

RPM Report	When	What to look for	Explanation	What to do
RPM Insights	Daily	“Congratulations” messages that are newsworthy. Product combos that would improve results. New products that are group best sellers	Easy to use daily messages that can prompt a quick daily huddle or action.	Share a message with other staff – or take action on an important product immediately.
Daily Staff Metrics	Daily	Check for a great result for yesterday’s sales	Feedback is “the breakfast of champions” – but needs to be delivered promptly to be effective	Praise a staff member’s high sales, customers or PPC result straight away.

RPM Scoreboard	Weekly (at least)	Overall store ranking. Green KPIs. Red KPIs	This is where you check progress on your long term plan to raise your store ranking by “fixing” the red or lowest KPIs	Pick at least one KPI that you want to improve over time and use the “Fix” button to see what steps to take. Share ranking increases and other good results with the staff. Click on the Graph and print 90-day trend results to share.
Category Sales Performance Report	Weekly	Sales Growth for the top 10 categories.	Any Sales Growth figure that is in double digits (+10% or -10%) is newsworthy!	Ask the question – “why did things happen” and drilldown until you know the answer. Give top selling products more space and shelf facings

Category Stock Performance	Monthly	Stock Turn and Dead Stock results for problem areas.	Stock turn should be more than 4 and less than 8 for most categories to avoid being over or under stocked.	Increase stock levels in any category where stock turn is too high. Choose a category to focus on for Dead Stock – use the Scoreboard Fix wizard to print these product out and clear them.
Staff Sales Performance	Monthly	Check PPC and Average Sale for the whole shop.	The whole team should be aware of a goal to sell more to each customer.	Print and post the results in the staffroom. Mark with a highlighter any great individual results.
Top Selling Products	Monthly	Scan this list for any surprising Top Sellers.	These products are the most important ones to know and monitor.	Print the list and share with staff. Make sure top sellers have multiple facings, great shelf positions and good signage.
Group Top Selling Products	Monthly	Scan this list for any surprising Top Sellers.	Check for best sellers not carried by you.	Add new products. Match prices on Known Value Items to increase sales volume.