

Why Some Retailers Thrive . . . and Others Don't When Faced with Extreme Price Competition

THRIVABILITY

Research Summary

Just the mere mention of Wal-Mart, Lowes, Home Depot, or other big box stores entering a market area evokes a look of fear in the eyes of retailers, whether large or small, and sends many of them scurrying to the sidelines of competition. Their thinking seldom goes beyond how to compete, maintain margins and to “just survive”. Often, the immediate knee jerk reaction is to reduce prices—playing right into the hands of the big box stores.

People Solution Strategies President Fred Martels, is a Human Resource Management and Customer Loyalty expert. He contends that the real culprits to *retailer erosion* are quite often the retailers who didn't change, were more focused on their competitor than on knowing their customers, were stuck in *survivability* thinking rather than *thrivability* thinking, and as a result never made the leap from *survivor* to *thrivers*. Ultimately then, it was the customers they had hoped to serve who in the end really decided their fate.

He has conducted a new research study however, identifying retailers that are thriving in the face of extreme price competition. The research provides compelling insight into why each of these retailers is thriving and how your organization can too.

As a measure of their *Thrivability*, he analyzed companies that had positive track records of revenue growth and profitability, and employed strategies that focused on building customer loyalty in ways other than by just offering cheap prices.

The thriving competitors selected for this research are companies that are at the top of their industries and are in direct competition against extreme price competitors like Wal-Mart.

These companies are known for being customer intimate, displaying product leadership, employing a consistent workforce that is customer focused, and communicating consistent themes to employees and customers.

Learn From These *Thrivability* Organizations:

1. Grocery: Stew Leonard's, and Wegmans Supermarkets
2. Automotive: AutoZone
3. Electronics: RadioShack
4. Hardware: Ace Hardware
5. Pharmaceutical/HBA: Walgreens

over . . .

Loyalty Advantage Research™

What You'll Learn From This Research Study

- **How Thriving Companies Make the Leap From *Survivor* to *Thriver* by Focusing on Execution.** Many organizations develop great strategies and marketing themes. Neither mean very much to a company though, if strategies don't materialize and marketing themes aren't real to customers. The reason so many companies never make the leap from *survivor* to *thriver* is that the organization's leaders aren't focused on execution and don't know what the gap is between what they want their organization to achieve and the ability of the organization to actually achieve it.
- **You Can't Achieve *Thrivability* Without the *Right* Employees.** Many companies try to make their employees fit into the strategy rather than getting the *right* employees who are the *right* fit for the strategy. *Thrivability* companies begin with getting and keeping the *right* employees who can influence a customer's decision to return to purchase again and recommend you to others by exhibiting specific behaviors towards customers.

Ultimately, it's your employee's behavior towards customers that delivers sustainable results.

- **Seven Essential Elements of an Enabled "*Can Do*" Organizational Culture.** Organizations who want to make the leap the leap from *survivor* to *thriver* need to foster an execution-supporting and enabled culture. From selecting the *right* employees to fostering an entrepreneurial spirit if you are serious about making the leap you must implement these seven essential elements.
- **The Six Core Attributes of *Thrivability*.** Making the leap from *survivor* to *thriver* means knowing that at the end of the day it's execution that really matters. Many organizations treat their people, strategy, and marketing processes, as being separate, and independent of each other rather than being interrelated and linked together. By linking these processes the organizational communication and planning function's primary focus is on execution—**first figuring out who and how things will get done instead of what will be done.**

Designed For

Storeowners, CEO's, executives, supervisors, or store managers, who want to build customer loyalty, achieve breakthrough business results, realize sustainable financial growth, and *make the leap from survivor to thriver* when facing extreme price competition!

Make the Leap From *Survivor* to *Thriver*

Begin the journey to *Thrivability* right now by calling us at: 877-736-7535 to purchase the research study and/or book a workshop.