

Financial training For non financial staff



The financial training specialists

Making sales (Budgeting, Profit)

I don't like shopping!

My "shopping resistance threshold" is very low. It doesn't take much for me to get fed up with the whole process and stop buying.

I like the men's clothes that Marks & Spencer make. But they never have them in my size. I'll find a shirt I like, and I'm prepared to buy 3 to get the shopping experience finished with for as long as possible. But they only have one in stock in the small size. Lots in larger sizes, but only one small.

Apparently this is because the computer does the reordering, and only orders what has been sold. So if it isn't in stock, it doesn't get sold, therefore doesn't get reordered. Regardless of how many customers want it!

I wanted a new hat in Debenhams at the end of December. But all their winter hats had gone into "deep storage" to make way for the new season's stock. On the coldest day of the year! I wanted some shoes from Debenhams as well, but they don't do half sizes. I asked the sales lady what customers who need half sizes do. "They usually go elsewhere." So I went to Clarks!

Debenhams and M&S are both struggling on the High Street. But they make it very difficult for customers to buy from them!

So then I wondered how this applied to us. How easy do we make it for our customers to do business with us? Do we provide what they want?