

### Take a minute to read the first few lines

I know you are busy. You will like what I have to share with you. It is a method for saving money and creating sales. And the good news is the technique can be done anytime, or it can wait. I suggest you cut out this article and tape it to the back of the restroom door. Feel free to make as many copies that you need.



For this project, you will need cardboard boxes, preferably of similar size as this will make stacking easier. Clear storage totes would be even better. Please do not use your wholesaler's totes; they need them back. You will also need two different colored permanent markers, tape, sheets of copier paper, circle labels, a calculator, storage shelving, very large trash bags, one index card, and good handwriting. Put aside a few containers and label them "donation."

You are about to straighten the backroom/storage area and place a value on everything in it! To give you more room to do this project, collect all the displays you have hanging around and place them by the dumpster. Start with the empty Timex display. Keep the trash bags handy for the gift items with a crack, chip, or a missing ear. Next move to the seasonal items. Anything that is three years or older goes into the donation container unless it can be recycled.

Halloween, Thanksgiving, Christmas, Easter, and Valentine's items that have gone through **two seasons** are to be boxed up and labeled "Summer Sidewalk Junk." (Let's call it what it is.) All boxes are to have a category description and retail value written in **BIG red** numbers taped or written on the box.

Anything that remains get placed in a box with a category description and retail value written on it in **BIG black** numbers. When it comes to non-seasonal gifts every effort must be made to get them out on the floor. *Stuff does not sell out of the backroom*; I need to make a bumper sticker for that. Overstock gifts are to be placed on shelving where they can haunt you. Tape an index card to one shelf and have anyone checking on the gift inventory write the date when the gifts were last reviewed. *If you have OTC overstock, first, ask yourself why.* Go into the front of the store and place the circle labels in front of the OTC items with overflow inventory. The circle label will remind those doing the order that there is inventory dying in the back. When filling the front shelves with overstocked items, make sure the OTC is shelved by expiration date. Use the same label system for any durable medical equipment you may have in the back.

My old and wise boss was known to say, "A good backroom is an empty backroom."