

USE YOUR SYSTEM FIRST

RECORD EVERY TIME

LOOK EVERY WEEK

1 This week's log

[illegible]

2 Weekly review: who acts on what

A signal with no owner is just a note.

SIGNAL	GOES TO	COUNT	ACTION DECIDED
Stockouts and items asked for but not carried	Whoever does the buying		
Special orders that keep repeating	Buyer: should it simply be stocked?		
Open quotes with no follow-up date	Sales manager		
Declined repairs	Sales as well as service		
Rental requests the fleet could not fill	Next fleet review		
Needs a commercial account raised	Account owner		

3 What it sounds like

Teach the team to hear these as information, not the end of a conversation.

- ☐ "They asked, but we didn't have it."
- ☐ "They said the repair was too much."
- ☐ "We didn't have a rental available."
- ☐ "They wanted a quote."
- ☐ "We couldn't get to it for three weeks."
- ☐ "They said they'd think about it."

4 Patterns this month

ITEM OR CATEGORY ASKED FOR MORE THAN ONCE	TIMES ASKED	DECISION

Sales are captured demand. Demand is the bigger story of what customers wanted and went somewhere else to find.

WANT A SECOND SET OF EYES?

Start a conversation at profitedgesystems.com about turning counter requests into stocking decisions.