

# Retail Management

Thirteenth Edition

## A Strategic Approach

### Web Exercises Part Seven: Communicating with the Customer

- **Exercise 7-1: Salesperson Assessment**
  1. How could an shoe store chain use the information on “**Sales Assessment Tests**” to improve the performance of its salespeople?
  2. Download and save the “**Sales Assessment Test ROI Calculator**”. Apply this calculator your answer to a hypothetical consumer electronics store. Note: This question requires Excel. Also be sure to save the file so you are not in Read-Only mode!!
- **Exercise 7-2: Evaluating Agency Performance**
  1. What lessons could a retailer learn from this SlideShare presentation?
  2. Should the evaluation of an advertising agency vary for a manufacturer versus a retailer? Explain your answer.
- **Exercise 7-3: Retailer-Generated Media in Every Aisle**
  1. What do you think are the pros and cons of the in-store advertising techniques described here?
  2. Do you think these techniques will work in the long run? Why or why not?
- **Exercise 7-4: Planning Your Store Layout: Step-by-Step**
  1. Describe the steps in planning a store interior. Which step do you think is most important? Why?
  2. Make five suggestions based on these steps for a women’s apparel shop.