Team Sales Report Guide

THE IMPACT: Your Team Sales Report helps you spot where your store may be missing sales opportunities compared with the rest of Rally House. Use it to decide what to check on the salesfloor and where to focus your team's efforts.

THE GAME PLAN

Start with the Department Sales report to see the bigger picture. Then use the Class Sales report to pinpoint the products that need attention. Both show your top five teams over the last five weeks compared with the same five weeks last year (LY).

KNOW WHAT THE COLUMNS MEAN

COLUMN	WHAT IT MEANS	QUESTION TO ASK
Sales 5Wk	Sales dollars from the past five weeks	How much did we sell?
LY	Sales dollars during the same five weeks last year	What did we sell last year?
Store % LY	How much your store's sales increased or decreased	Are our sales up or down?
Co % LY	How much companywide sales changed for the same team or product group	How is the company doing?
Opportunity	Your store's growth minus company growth, in percentage points	Are we keeping up?
% of Store Sales	How much this row contributes to total store sales	Will improving this make a difference?
Clr % Sales	How much of the sales came from clearance items	Are markdowns driving sales?

USE THE OPPORTUNITY COLORS TO QUICKLY IDENTIFY PERFORMANCE:

Green = your store is growing faster (or declining less) than the company.

Red text (no box) = a category or class is trailing the company by less than 10 percentage points.

Red box = the overall team is trailing the company by 10 percentage points or more, signaling a larger opportunity to review. A dash (–) means last-year sales were zero or too small for a meaningful comparison.

Important: Sales can be up and still trail the company. Sales can also be down while performing better than the company.

FIND YOUR BIGGEST OPPORTUNITIES

1. **Start with the red boxes:** A red box highlights one of your largest opportunities, showing that the team is trailing the company by 10 percentage points or more. Red text without a box still signals an opportunity, but the gap is less than 10 percentage points.
2. **Find the product group:** Look at the categories or classes underneath that team. A team that looks strong overall can still have a product group that needs help.
3. **Check the size:** Focus first on red rows that represent a meaningful share of store sales (around 1% or more). A large gap on a major seller usually matters more than a huge gap on a very small seller.

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SEE WHAT THE NUMBERS ARE TELLING YOU

EXAMPLE	WHAT YOU SEE	WHAT TO DO
Bears Men's LS Tops	Store: +64.9% Company: +134.2% Opportunity: −69.3 pts % of store sales: 7.1%	Sales increased, but the company grew much faster. This is a high-priority opportunity.
Cubs	Store: +0.2% Company: −19.6% Opportunity: +19.8 pts	Nearly flat sales are still better than the company. Keep up what is working.
White Sox Women's LS Tops	Opportunity: −286.3 pts % of store sales: 1.1% **Clearance:** 33.9%	Review this gap, but compare it with larger sales groups. Check whether markdowns are driving results.
White Sox Men's Jerseys	Opportunity: −120.9 pts % of store sales: 4.1%	Check top players, sizes, inventory and display placement.

WALK THE FLOOR AND TAKE ACTION

- **Inventory:** Do we have the products guests want? Check stock, sizes and popular players; enter buyer feedback or re-order requests when appropriate.
- **Placement:** Can guests easily find them? Review high-traffic areas and placement.
- **Merchandising:** Are displays full, clean, faced out and easy to shop? Check outfits, displays and signs.
- **Pricing:** Do tickets and signs match current prices? Complete needed retickets and markdowns.
- **Clearance:** Is a large share of sales coming from marked-down items? Make sure full-price products are also visible.
- **Team knowledge:** Can Team Members recommend popular products, upcoming game-day items and add-ons?