

Practical Application of 'FISH PHILOSOPHY' in Retail

FISH FRY

fried For Retail Community

Just
SERVE!!!



Sijin.Bt

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Welcome Speech

Welcome to [organization's name] and I am delighted to invite you to taste Fish Fry. The reason you are selected to work with [organization's name] is to be great and to leave your own unforgettable mark on this world. The key to greatness is serving others. There is no more noble profession in the world than assisting another human being.

Customer service is a noble profession because it satisfies the needs of the customers just like a doctor cures a patient. You are selected to assist our fellow human beings- Customers. Start your journey to be a great Retailer.

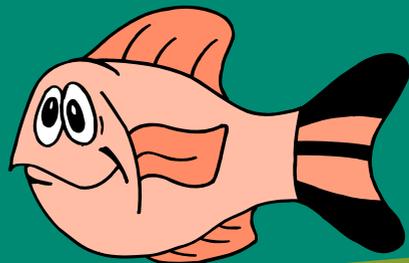
FISH FRY is a small gyan for you to change the way you work and live.



1.
CHOOSE YOUR DAY



Anita is a customer service associate. She has to report to store at 7.30 am. Morning she had a fight with her husband, because his bed coffee was delayed. She left for work without taking bath and kept anger in her mind. She missed her regular bus. In the bus she got, she was sandwiched by fellow passengers. She also had fight with some of her fellow passengers to get a comfortable space. But, she failed in her fights. It intensified her anger and disappointment. Her heart beats increased and face become red. When she reached the store, she was late by 10 minutes. Duty manager quizzed her. She didn't tell any reason for her delay, because the morning events made her glum. Manager was irritated by her frowning face. From that moment till she left for home, manager found reasons to fire her. That was a very bad day for her. When she analysed went wrong, she realized **she was the reason.**



Next day, she woke up early and served bed coffee on time to her husband. He was happy. She took her bath. But on that morning she had to fight with her mother-in-law. It made her gloomy. She got her regular bus. But, she didn't get seat. Fortunately, she reached store on time. While entering in to the store she decided to keep her worries out of the store. When the Duty manager came she greeted him with a charming smile, "Good morning sir."

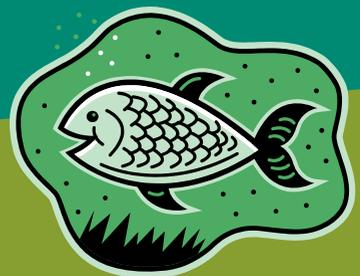
"Good Morning Anita." He was astonished to see cheerful Anita. He repented for firing her last day. Her cheerful attitude made that day wonderful. Manager cooked reasons to appreciate her. It was a great day not only for Anita, but for the entire store and the customers.

That day she realized that she can't change the events of her life, but can change the world around her by

.....

(Fill in the blanks)

Do you know what she did to change her world?



Can you make him happy?



If you can make this guy happy, you can unleash Anita's success secret

No idea. Just turn the book and see. . Now he is happy.



Your Attitude -->

Moody

Grouchy

Out come -->

Irritated customers and colleagues

Disappointing day



Your Attitude -->

Sunny

Playful

Cheerful

Out come -->

A great day

Understand Small Changes Can Produce Big Outcomes. Anita decided to keep her worries away from her workplace; it changed the world around her. You can also make great changes in your family and career by making some small changes.

DO I T: *Identify 5 small changes you can make easily in your life to make BIG changes in your life*

Change

Eg: Prepare & attend for pending degree exam

Outcome

I will become a Graduate



Some tips to 'Choose the RiGHT day'



1. Wake up early in the morning and listen some good light music

2. Enjoy brushing your teeth – look into mirror, smile, do some exercises for your face- frowning and squinting.



3. Enjoy your bath. Hum or sing while you take bath. If you can hum/sing while you bath, it shows you are on time

4. When you are in bus thank God for getting bus, getting seat or even getting some space to stand comfortably.



5. Keep your worries in your locker or security counter while you enter for work. After your shift check for worries. It will be vanished!!!!



2.
MAKE GREAT DAYS



Make 'GREAT' days for your customers and colleagues



Let's expand GREAT

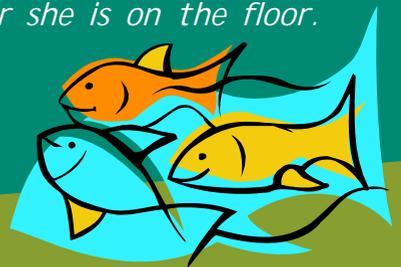
G for Greet- Greet all the visitors of your store. Customers, Government officials and beggars (Caution: Don't underestimate the purchasing power of modern beggars).

Greeting without smiling is cheating..... so keep smiling while you greet.

R for Respect- Respect all visitors especially customers, because they are your BOSS. They can FIRE you... just remember that.

E for Engage- You are going for a marriage. Some girls welcomed you by greeting and sprinkling rose water (Remember- Greet & Respect). After that nobody in the hall takes care about you. What will you do? Will you take the delicious dinner or leave the hall? We will leave the hall, even if we like the delicious mouth watering dinner. Why do we behave in such a manner? We are not engaged or no one cared us.

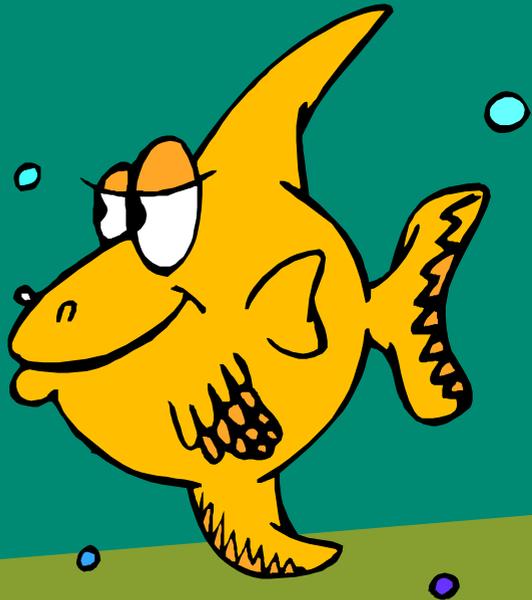
So, engage your customer when he or she is on the floor. Don't leave them alone.



A for Assist - help the customer whenever they need your assistance. There is no more noble profession in the world than assisting another human being. Assist them to take products from the shelves, help them to carry the products to the car, help them to get an auto etc.

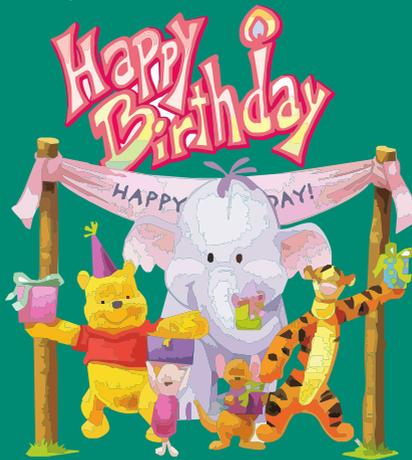
T for Thank you - At last, remember to say 'Thank You'. Don't say 'Thanks'. Thank you carries respect, love and affection.

You can follow the GREAT principle in dealing with your colleagues also. It will make your work day GREAT.



Some ideas to Make Great exciting days for all

1. Celebrate the birthdays of store employees with customers. Cut cake on the POS. Keep candies near the POS. When customers approach for billing give them candies and tell them why they got candy. If you have no provision for cutting 150 rupees cake, cut a 5 rupee cup cake (Idea copied from a movie).



2. Celebrate shopping days like friendship day, mothers' day, fathers' day, anti-mosquito day (Aug 20), toilet day (Nov 19) etc at your store. Don't raise your elbows. You don't need to clean store toilet on Toilet day. Do a special display of toilet care product and display a poster.

3. PLAY EVERYDAY

We are not talking about playing hopscotch at stores because we need bigger stores to play hopscotch. We are talking about enjoying our work. You don't need humour sense to enjoy what you do. You need only common sense. But, common sense is not so common. That's why most of us fail to enjoy our work.



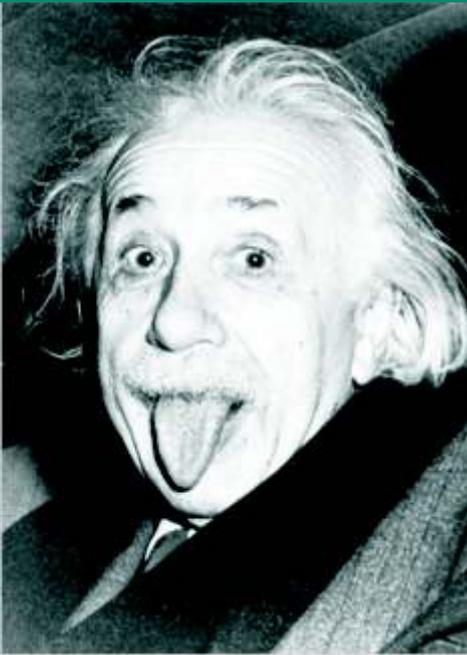
Common sense test

Which big is the big big?

- 1) BIG 2) **big**

You decide your answer. If you fail in the test, then we will have to search for new trainees.

We are not engaged in heart transplantation surgery. We are engaged in service. This is not a funeral service to keep a serious face always. It's customer service. Customers like sunny, playful and cheerful attitude. They like your company. First remember, "Life is too short to be taken seriously." It's not our words. It was told by Albert Einstein, one of the most famous scientists, who invented serious things. See his photo. He was a funny man. If Einstein can smile, we can also smile.



*Bring smile and love to our workplace. You are the sole owner of your smile. So, you can smile at anytime you like. But, loving what you do, first you should enjoy what you do. We like work during shopping seasons. Why? **Excitements.** We like excitements. So create and celebrate new shopping seasons. Enjoy your work.*

Are you bored with routine sku rotation? If yes or no, start enjoying it.

N'joy SKU rotation model

- 1. Remove items from the shelf and keep it in a trolley or basket*
- 2. Take one item from the trolley. Treat it like a neonate.*
- 3. Read everything printed in the item while you wipe it softly with soft cloth. Remember, you are wiping a neonate.*
- 4. When you read, new words and information will hit your brain. Initially, you won't understand what each word means. But you will get a general idea at the climax.*
- 5. New words like **antiseptic, anti-dandruff, antiperspirant** will storm your brain. One day will know anti means against. Antiseptic is against septic, anti-dandruff is against dandruff and antiperspirant is against perspiring. After that whenever anti appears you will tell it's against. Later, you will learn from somewhere septic is inflammation of blood and perspiring is sweat.*
- 6. This way of sku rotation will enhance your product knowledge and vocabulary.*

Hum/sing some sweet songs

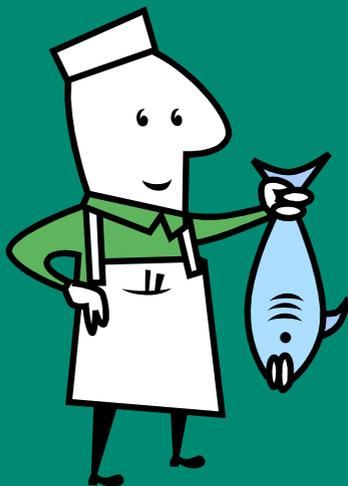
This little light of mine, I am going to let it shine

This little light of mine, I am going to let it shine

This little light of mine, I am going to let it shine

Let it shine, let it shine, let it shine

4.
LIVE IN PRESENT





*"The past is history
The future is mystery
Today is a **gift**
That's why we call it the **PRESENT**"*



Understand and accept some of the maxims which will help us to work better and live better

1. We are not living to work. We are working to live. But, to lead a better life, we should work our best.

2. Everybody's salary comes out of the revenue generated by sales. When there is no sale, there is no income, no business and no job.

3. The way dressed affected the way you are perceived and the way perceived affected the way you are treated.

4. Age may wrinkle your face, but lack of enthusiasm wrinkles the soul

5. A customer won't judge a retailer on the quality of her buys, but on what she experienced when she bought it.



Analyse your PRESNT and know your FUTURE

What did you select retail job?

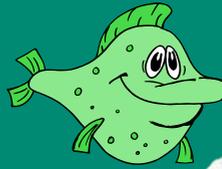
1. Livelihood
2. More money
3. Experience



Whatever is your reason you will get all from retailing. Salary, incentive, bonus and growth opportunities will make your present and future wonderful. You don't need to consult and astrologist or palmist or parrot to know your future. Just contact your HR or Trainer to know your future.



Sijin.Bt



Sijin.B.T is a high voltage business trainer and creative consultant, who specialized in human resource, marketing, retailing, education and more. He is highly energetic and simple and more over as one of his trainees remarked, Sijin is 'Perfectly Simple'. He is simple and genuine. Fun and trainee-oriented training delivery make his training sessions memorable for a long time. All his teachings are with lot of creative practical tips which is a bonus for the trainees.

You can contact Sijin @ **9995675259**
or **talk2sijin@gmail.com**