BOB PHIBBS
THE RETAIL DOCTOR

75 Actions Retail Employees Can Do When They're Not Busy

Cleaning & Maintenance

- [ ] Dust and clean the shelves
- [ ] Vacuum or sweep the floors
- [ ] Clean the windows and mirrors
- [ ] Sanitize door handles and high-touch areas
- [ ] Wipe down counters and registers
- [ ] Straighten up fitting rooms
- [ ] Polish fixtures
- [ ] Clean the breakroom
- [ ] Take out the trash
- [ ] Refill hand sanitizer stations
- [ ] Perform a safety walk-through for tripping hazards

Visual Merchandising

- [ ] Tidy up displays
- [ ] Re-fold clothes
- [ ] Restock size runs
- [ ] Face products to the front
- [ ] Replace missing signage
- [ ] Swap out outdated marketing material
- [ ] Check mannequin outfits are seasonally appropriate
- [ ] Refresh window displays
- [ ] Create a new themed endcap
- [ ] Audit signage for accuracy and grammar

Inventory & Stock

- [ ] Reorganize backstock
- [ ] Check for misplaced items
- [ ] Scan shelves for out-of-stocks
- [ ] Perform inventory spot checks
- [ ] Unbox and process new arrivals
- [ ] Break down boxes for recycling
- [ ] Rotate products with expiration dates
- [ ] Label merchandise more clearly
- [ ] Match inventory to planograms

Customer Engagement

- [ ] Practice greeting customers with confidence and eye contact
- [ ] Role-play walking the floor and spotting customer cues
- [ ] Practice offering tailored product recommendations
- [ ] Study customer profiles to learn names and preferences
- [ ] Call a customer to inform them of a restocked item

- [ ] Write thank-you notes for large purchases
- [ ] Prepare or update a clienteling folder or book
- [ ] Review the returns process to improve speed and tone
- [ ] Practice role-playing common objections
- [ ] Create conversation starters based on top products
- [ ] Review recent feedback and brainstorm service improvements

Digital & Marketing

- [ ] Take in-store photos for social media
- [ ] Record a 15-second product demo for Instagram or TikTok
- [ ] Monitor store reviews and respond if needed
- [ ] Suggest content ideas for store emails
- [ ] Verify business hours on Google and Yelp are current
- [ ] Check your stores website for any broken links or outdated offers
- [ ] Collect quotes or testimonials from happy customers
- [ ] Tag merchandise that could go viral

Learning & Development

- [ ] Watch a SalesRX lesson
- [ ] Take a product knowledge quiz
- [ ] Role-play selling the most expensive item in the store
- [ ] Review a competitors layout and pricing online
- [ ] Practice using positive language
- [ ] Shadow a coworker in a different role
- [ ] Review your last shift and write down what you could improve
- [ ] Create flashcards on add-on items for top-selling SKUs
- [ ] Learn 3 benefits of a new product
- [ ] Train on how to handle a difficult return
- [ ] Refresh yourself on store policies

Team Building & Culture

- [ ] Recognize a teammate for a job well done
- [ ] Organize a quick huddle with a positive quote
- [ ] Plan a small in-store celebration for a goal met
- [ ] Update the employee bulletin board
- [ ] Clean and organize the team workspace
- [ ] Refill supplies for gift wrapping or POS
- [ ] Write a peer shoutout for the team newsletter

Manager Tips

- [ ] Encourage associates to own this checklist during slow hours
- [ ] Keep clipboards with printed versions in the backroom
- [ ] Assign one category per associate per shift to build routines
- [ ] Review completed tasks during pre-closing huddles
- [ ] Praise initiative and build it into employee recognition