



Comp Sales Increased 8% Across 2000+ Stores

case study



“Bottom line – We saw an eight percent growth by implementing the six factors. It’s amazing that it works, but you cannot argue with success.”

The COO of a large national retailer continued, “We are the largest company-owned, company-controlled retailer of our type in the

world with over 2000 company-owned stores in total. We operate in almost every state, and we have over twenty thousand teammates.”

The COO described the MVT® process, explaining, “I wanted the MVT® to touch as many people and departments in the organization as I could so there would be involvement throughout the organization. We held our brainstorming and we went across the country. We came up with 829 ideas. I put a team together and they narrowed the list to thirty-six factors. Every factor had to be fast, practical, and cost-free.”

“I wanted nobody overburdened,” he continued. “There were three or four factors in marketing, a few in operations, some in other areas. We balanced them out between what was being done for the stores and what the stores had to do themselves.”

“Our people, down to front-line associates, got so into being involved in it. They got so much out of just thinking the company was listening to their ideas and they had an opportunity to impact the future. The positive of that from an organizational standpoint was outstanding.”

The COO related the testing results: “The vast majority of issues that we tested were way off the mark, with either a negative or no impact at all. Only seven of those thirty-six factors truly helped. Twenty-nine initiatives were a waste of time, or hurt the business.”

We learned a lot of different things with the MVT®, and it was all positive. What works is great to know and you can absolutely gain a lift in your business by that, but it’s what you’re doing that has no impact on the business is of even more value because those are wasted resources. There’s one factor that had no effect that paid for the entire MVT®. How could you possibly know that without an MVT®?”

“The overall MVT® impact was \$22,000 per store in sales and \$14,000 in margin.” said the COO of the six-week test. This is a stable business – the industry is not growing tremendously right now. Eight percent gain is tremendous for these market conditions. Six hundred thousand plus saved by not implementing one program we were ready to implement.”

“That’s huge! Was it worth the effort? Absolutely!”