

There's Knowledge in the Closet: *Is it Generating Sales, Lost in the Clutter or Gathering Dust? You Might Need a System Overhaul.*

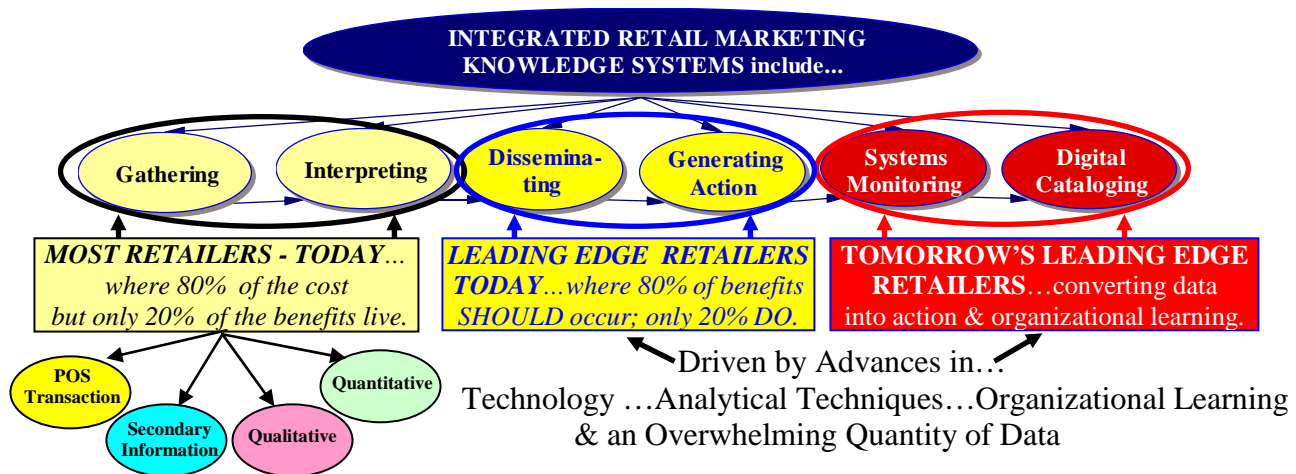
Opportunity

It wasn't long ago that a new industry boomed....the "Closet Organizers". Years of frustration resulting from trying to find something we put away in our closets *OR* make room for more stuff we bought lead to the dreaded "spring cleaning" chore. But then, some ingenious entrepreneur figured out a way to take our frustrations away with brand new tools such as "shelving", "drawers", and "clothing racks". We flocked to it. Taking what we already had, sprucing it up a little, and reorganizing it led to new found space and time savings...and room for MORE stuff. This new product became so successful it evolved from closet organizers to "closet systems" which yielded better profit margins.

Most retailers have a closet full of information that either stands alone, is lost, or gathers dust. It is all valuable, but there is not a good system in place to "organize it" and realize the full benefit it can yield.

A lot of retailers gather the "WHAT?" (what did the consumers say?). But too often it stops here as a progress report card. Two more important steps are left in the closet: the "SO WHAT" (what do they mean?) and the "NOW WHAT" (what should we do?).

What else is buried in there? Tons of POS data, secondary information, and maybe even some focus group tapes. And as technology marches on....even more information will seek space in the information closet. But information is NOT knowledge until it is used to generate ACTION that generates SALES. Step 1 (Gathering & Interpreting) is about 80% of the cost, but most retailers stop here, weakening the potential ROI. Leading Edge retailers have a system in place to put the information in the right hands, build action plans (from corporate to store level), monitor the progress and finally (and most importantly) LEARN from the system.



Solution

SIRS Integrated Knowledge Systems yield performance results by working with you to develop:

- ★ **SALES-PREDICTIVE RESEARCH SYSTEMS:** We relate what consumers say directly to sales – identifying which rational, emotional, competitive, and market factors drive consumers’ “where to shop” decisions.
- ★ **INTEGRATED MARKETING KNOWLEDGE SYSTEMS:** Our systems help you Gather, Interpret, Disseminate and Generate Action - from large quantities of information taken from multiple sources. SIRS system enables the transfer of knowledge to Users with different levels of understanding and needs and systematically monitors and classifies the results in order to LEARN as an organization from the actions taken.
- ★ **STRATEGY-DRIVEN RESULTS RELATED TO TACTICAL IN STORE SOLUTIONS:** We have techniques that link Company Strategy to Division Plans and then to In-Store, Day-to-Day Actions which are necessary to bring a strategy alive.
- ★ **ACTION PLAN DEVELOPMENT/MONITORING SYSTEMS:** Our staff has extensive retail and service industry experience, enabling us to better appreciate your pressures and need to generate action from information. We continuously monitor and build on our systems so stakeholders at different levels – from Headquarters to the store - can benefit.

**SIRS CONTINUES TO BUILD ITS KNOWLEDGE SYSTEM TEAM**

We are proud to announce the addition of William “Mac” McDonald to the SIRS team as Director of Innovative Services. Former President of Metier Marketing, Mac has directed the strategic aspects of marketing, advertising, and promotional activities for several leading retailers including The Broadway, Woodward & Lothrop, and Thom McAn. He has served for years on various teams for the National Retail Federation and Retail Advertising Conference and is currently an active member of the RAMA Board of Directors. Mac will operate out of the SIRS Atlanta office and his group will help retail clients identify how to best gather, interpret, disseminate, and generate action by converting information from multiple sources into sales generating action and organizational learning.

Mac’s experience, knowledge of both retailing and SIRS’ Systems, and especially his capacity for innovation will enable SIRS to expand our services around the world to current, new and emerging retail sectors and clients.



SIRS
224 Grandview
Ft. Mitchell, KY 41017
Phone: 859-781-9700
Fax: 859-781-8802

E-mail: knowledge@sirsinc.com
Web: www.sirsinc.com

For more information on other innovative SIRS’ services, check the next issue of **Sales Opportunity Solutions**, visit our web site or contact SIRS directly.

SIRS is a new breed of full service market research company that offers the best tools to proactively adapt to rapidly changing markets, consumers, and competition. Offering award-winning quantitative and qualitative services to a variety of industries since 1985, SIRS helps companies integrate research sales predictive systems into their strategic planning — providing ongoing measurements and identifying specific solutions to ensure success. SIRS develops and manages research systems, not just individual projects — helping clients convert research into knowledge.