

SIBA Peer Review: *Booksellers Helping Booksellers*

Hosts: Thank you for taking part in the Peer Review process. Please fill out the areas of the form below that are labeled “**Host**” using as much space as you need. Save the file as a Word document and email it to Wanda Jewell at wanda@sibaweb.com. She will use it to select the most appropriate booksellers to visit your store, schedule a time that works for all, and distribute your completed questionnaire to the visiting booksellers.

Reviewers: Below you will find a series of questions followed by the Host store’s responses. Please print it, review it and bring it with you to the Host store for note taking. After the visit, please record your impressions and recommendations in the Word document itself using as much space as you need. Then save the file, and email it to Wanda Jewell at wanda@sibaweb.com. She will forward your comments along with those of your fellow reviewers to your Host store. Thanks for your participation!

Host Store: _____ **Reviewer:** _____

Who Are You?

Host: Please provide a brief history of your store, its mission, etc. Include such things as your hopes for the future of the store and who you think it serves as well as statistical information, years in business, number of employees (both full & part-time), annual sales, your inventory management system, etc.

Reviewer: Overall first impressions, ambience. Does this store speak to you, and if so what does it say?

Where Do Things Stand?

Host: What do the reviewers need to know about the financial state of your store? Provide as much statistical data as you are comfortable with. Particularly pertinent figures, if available, are: sales per square foot, inventory turn, gross margin, payroll and occupancy expense as percentages of gross sales, net profit and 3 to 5 year sales trends. Please feel free to attach separate financial documents to the e-mail. What are your areas of concern?

Reviewer: Which numbers are sound and which might be warning signs to larger problems?

Visuals & Layout:

Host: What are your store’s service, merchandising, and in-store marketing strengths? What are its weaknesses? Which sections are the strongest performers? Which are the weakest? (Provide specific section turn statistics if available.) Where do you think you need help?

Reviewer: Let’s go shopping! What are your impressions of customer service, layout, flow, inventory depth and breadth, sideline mix, lighting, events space, pricing, merchandising, etc? Use as much space as you need.

Systems & Procedures:

Host: What do you see as your procedural problems or efficiency issues? When answering please consider buying, receiving and returns, staff and scheduling, cash/wrap and other front-end systems, as well as any other procedural problems you want to address.

Reviewer: Ideas to help Host's issues, plus other procedural concerns. How can the store be more efficient?

Beyond the Four Walls:

Host: How do you market to your customers when they aren't in the store? Events, advertising, school and business relationships, web presence, e-newsletters, charitable giving, shop local campaigns, etc. Who is your competition? Who aren't you connecting with that you'd like to make your customers?

Reviewer: Suggestions, comments for improving in this area. Is the Host missing opportunities in their community?

Host Specifics:

Host: Please list your most important concerns. Be as general or specific as you like. Tell us what you would most like to get out of this process.

Reviewer: Do you have answers? Should the Host be connected with another SIBA member store for assistance?

Reviewer's Summary of Suggestions & Comments:

Take Away Three:

Reviewer: Discuss the three most important concerns or suggested fixes for the Host store. Do your best to prioritize and note both long term and short-term suggestions.

Reviewer: What were your favorite things about the Host store? What are they doing well? What ideas did you get for your store?

Reviewer: What did you think of the process in general? What were the strengths and weaknesses of this particular review? How can it be improved?