



# GROWING SALES WITH OSA

BREAKOUT SESSION

## Lucas Larson

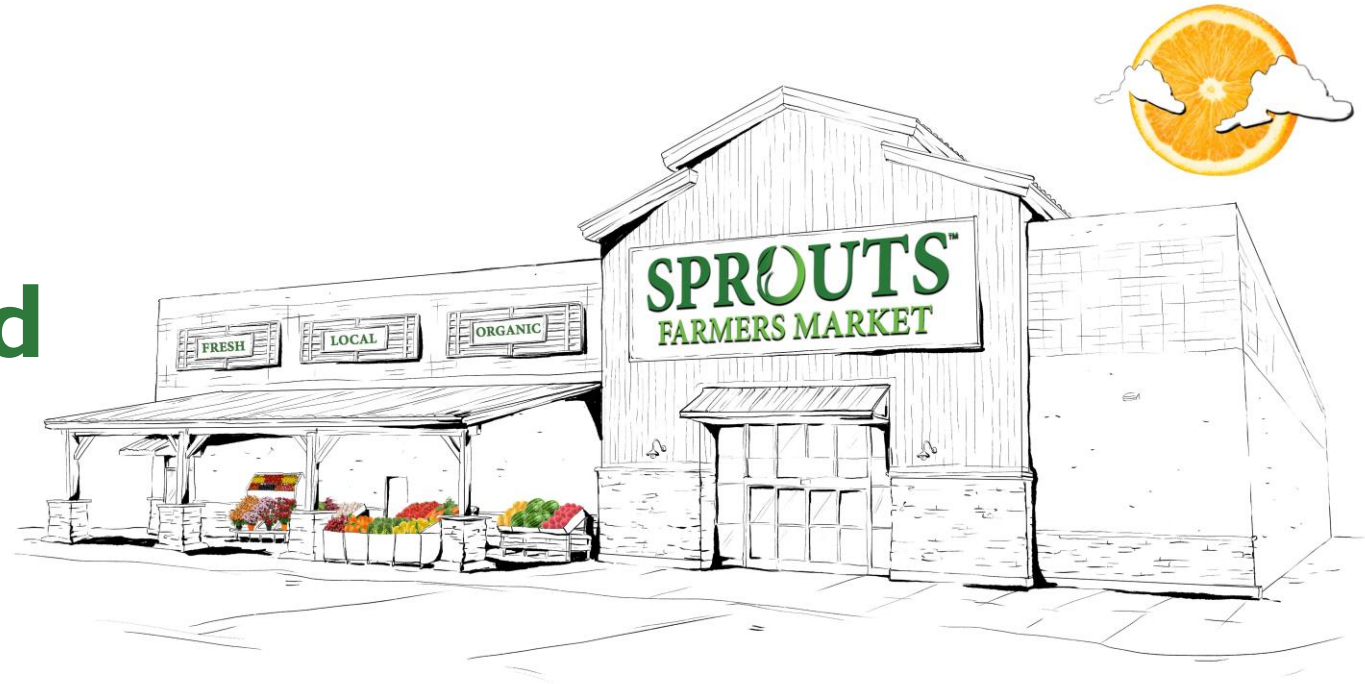
*RVP - Florida*

## Mark Vant Hul

*VP - Operations Support*

## Samantha Hazelwood

*Regional Training Manager –  
AZ/NV/UT/WA/Supply Chain*



## *QUESTIONS AND SUGGESTIONS*

- ✓ Write your questions and/or suggestions on sticky notes throughout the presentation – include your **name** and **store #**
- ✓ Post on the back wall **before leaving**
- ✓ Questions will be answered directly or in an FAQ sent after SproutsCon



“My husband and I visited your store for the first time on Tuesday, 6/21. We were blown away by the amazing customer service. When my husband passed the Meat section, a gentleman offered him help, and when my husband said no thanks, the man told him to just let him know if he needed any help at all. Then, as I was looking for a **few specific items**, another man came up and offered to help me find those items! He told me where all three items were, **then got one of the items and brought it to me** while I got the other 2!”

**Store #634 – Orlando, FL**

***WHERE IS YOUR COMFORT LEVEL  
WITH OSA?***

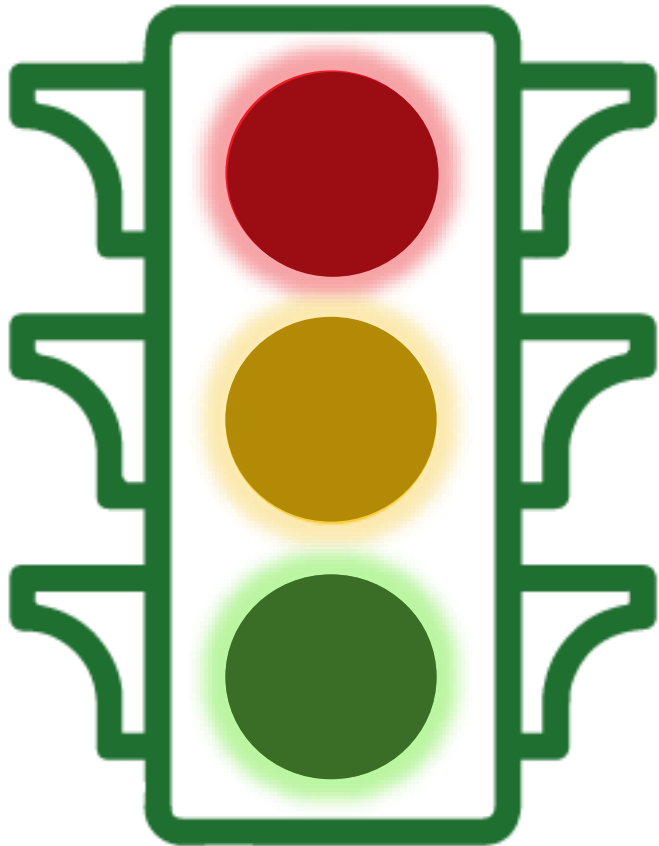
**A) Expert Level**

**B) Good**

**C) So-So**

**D) Help!**

# *INTRODUCING THE OSA STOPLIGHT*



**STOP AND WORK ALERTS PROPERLY**

**SLOW DOWN AND REVIEW SCHEDULES**

**MOVE FORWARD BY MANAGING INVENTORIES, NOT WRITING ORDERS**

***WHAT IS THE VALUE OF WORKING  
AN ALERT PROPERLY?***

A) \$5 or less

B) More than \$5

C) More than \$10

D) More than \$20

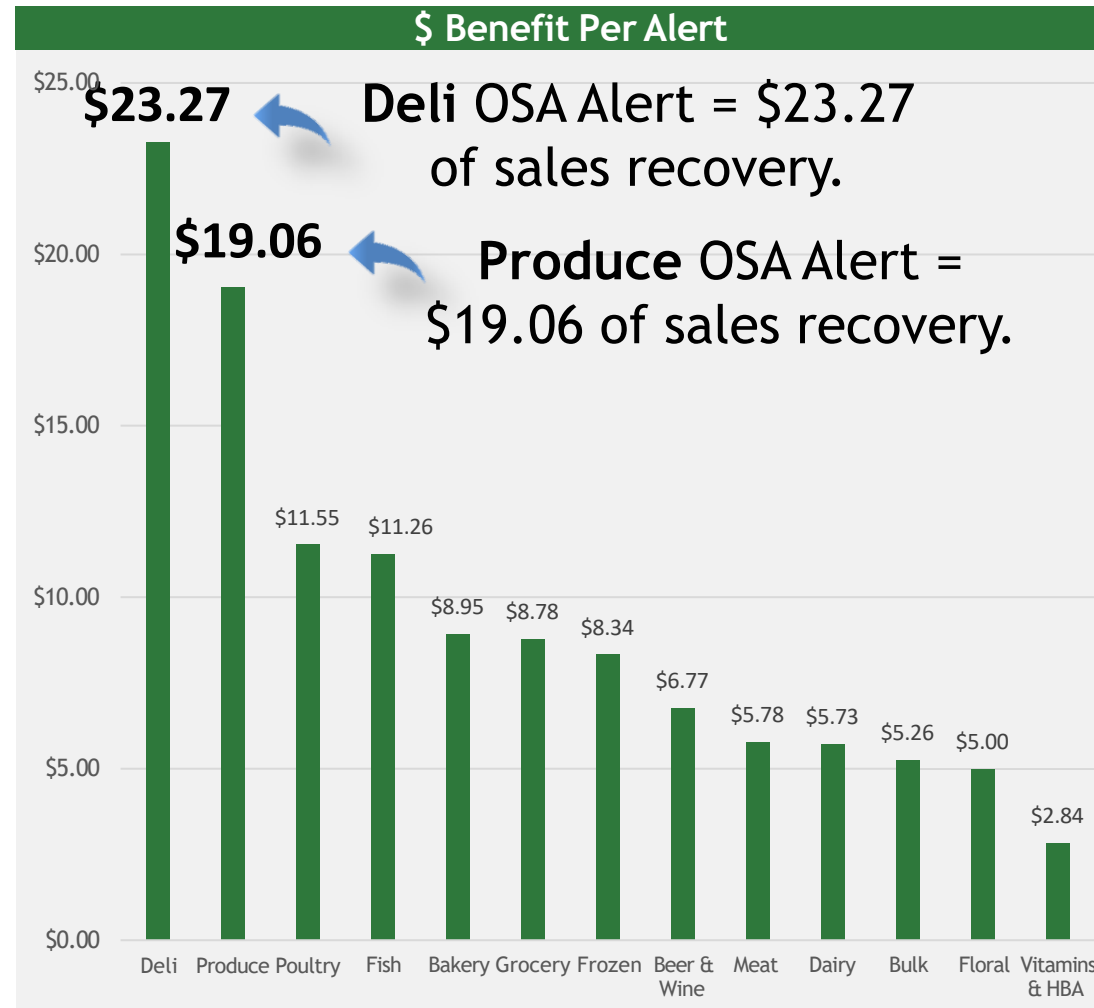
***WHAT IS THE VALUE OF WORKING  
AN ALERT PROPERLY?***

**C) More than \$10**

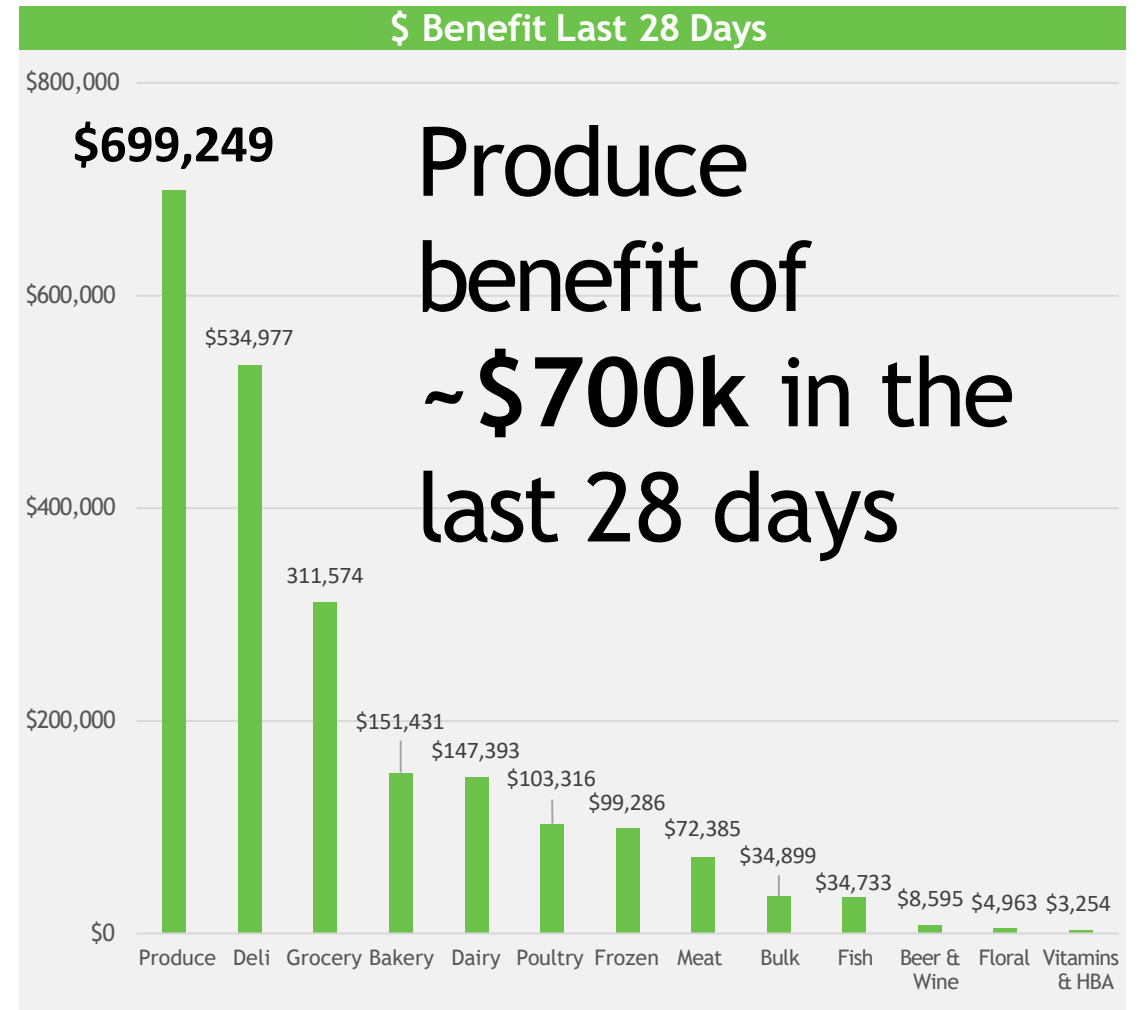
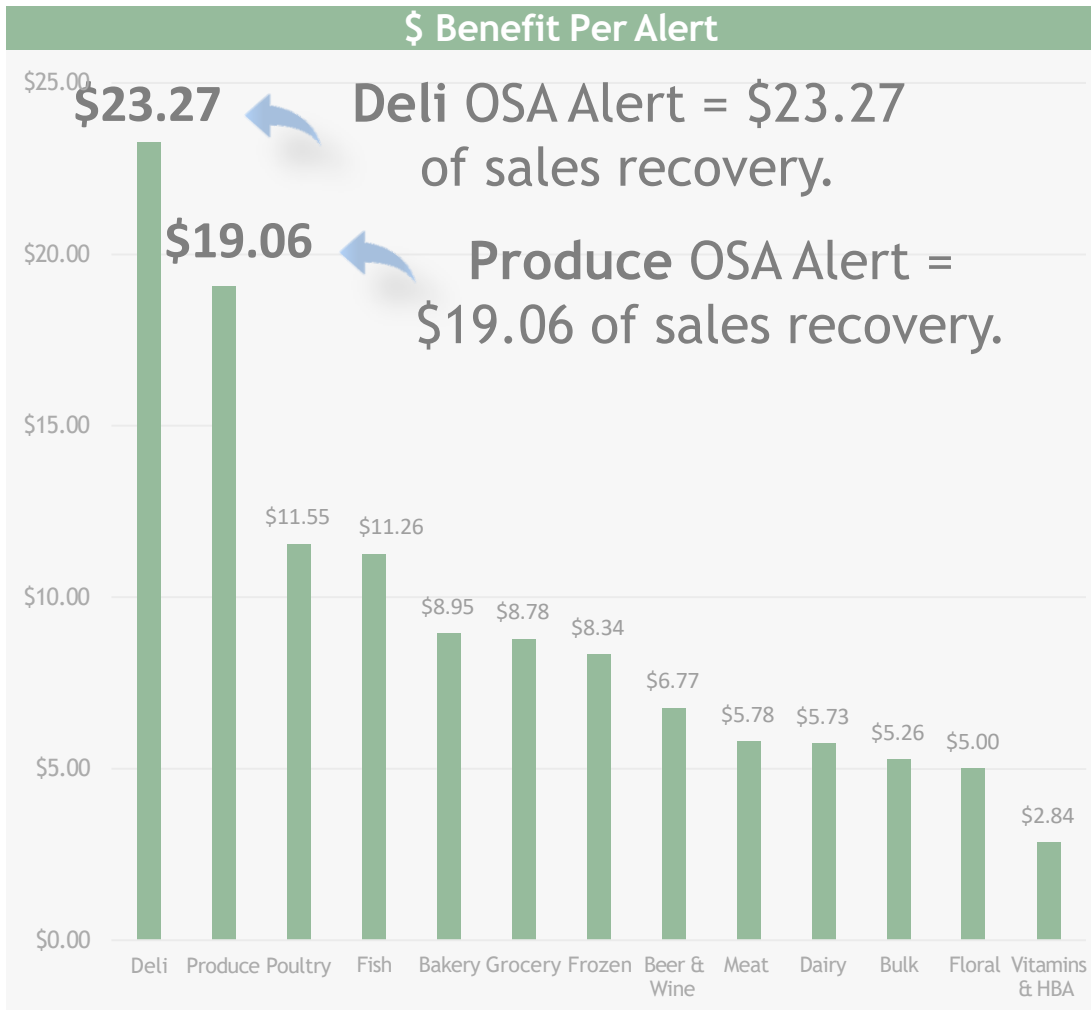
The average worked OSA Alert is worth

\$11.21

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## The average worked OSA Alert is worth **\$11.21**



***WHAT SHIFT DO WE SEE THE MOST  
IMPROVEMENT IN OSA WHEN A  
DEPARTMENT MANAGER IS SCHEDULED?***

**A) Morning shift**

**B) Mid-shift**

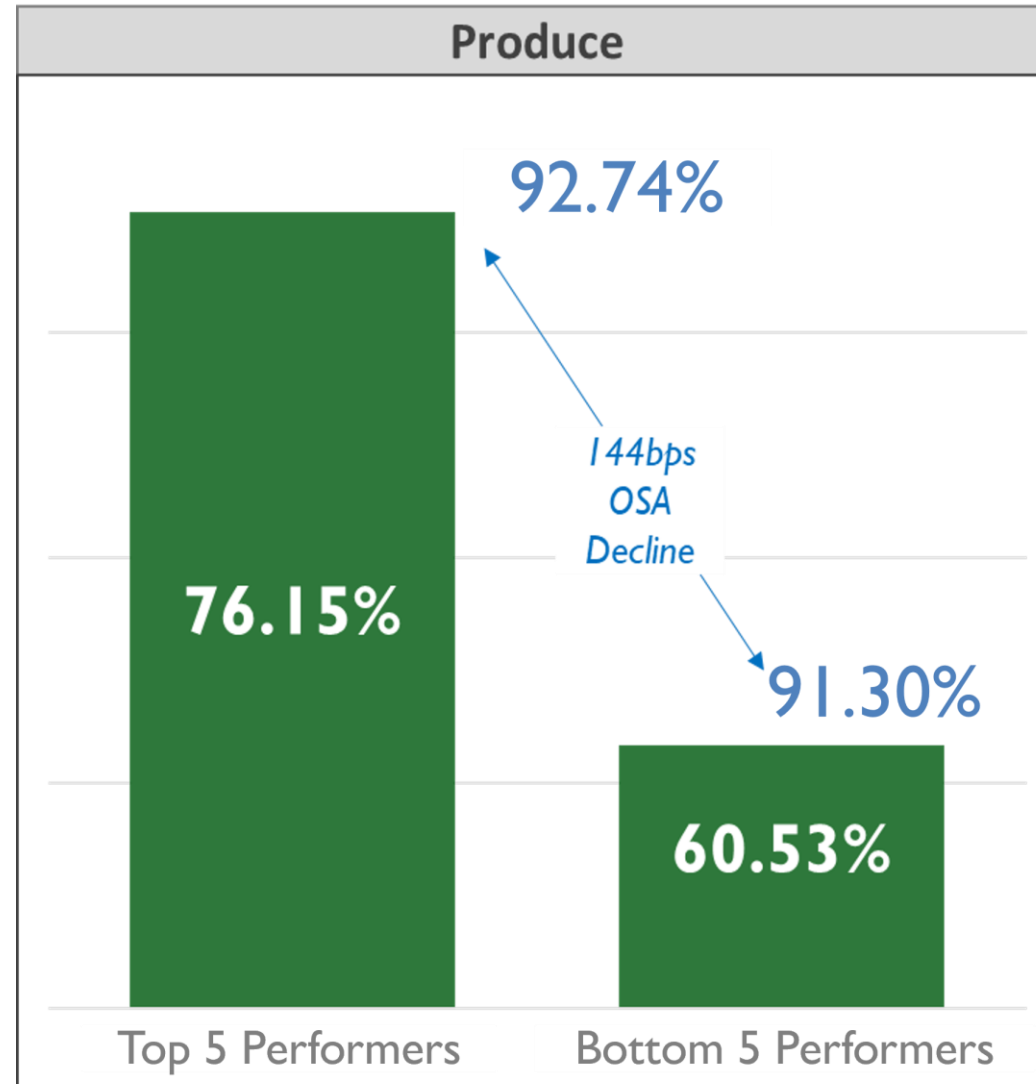
**C) Closing shift**

**D) Overnight**

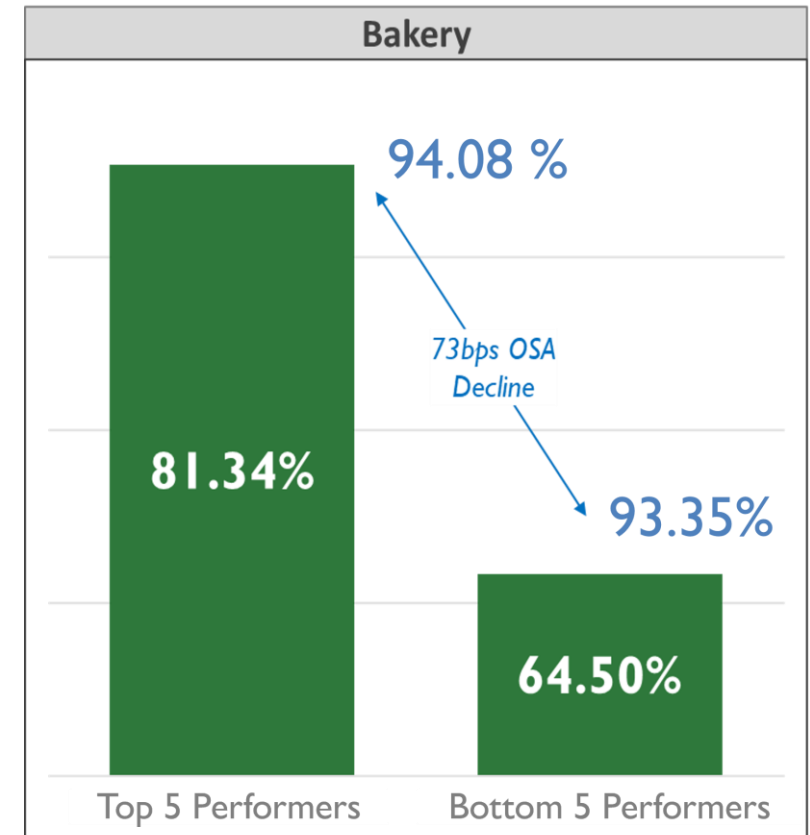
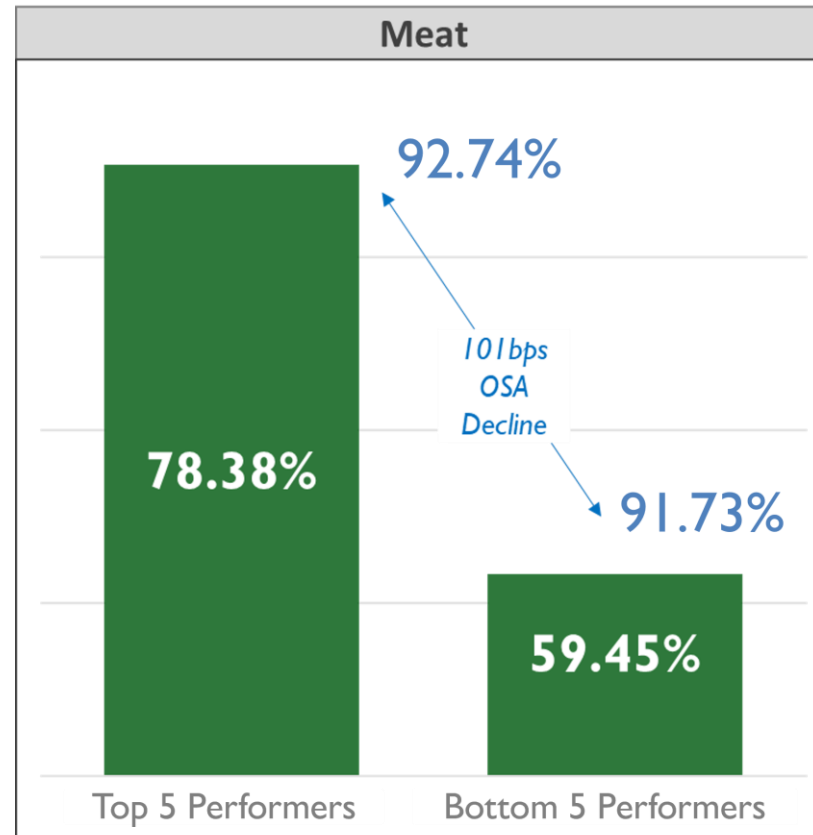
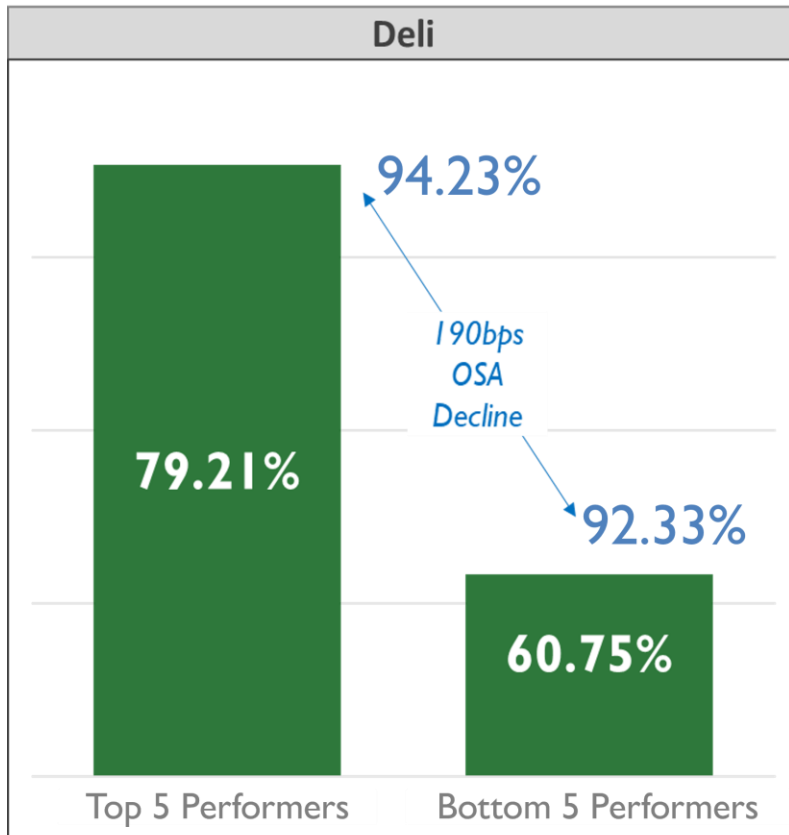
***WHAT SHIFT DO WE SEE THE MOST  
IMPROVEMENT IN OSA WHEN A  
DEPARTMENT MANAGER IS SCHEDULED?***

**B) Mid-shift**

## Scheduling compliance aligns with OSA performance



## Scheduling compliance aligns with OSA performance



***WHAT IS THE MOST EFFECTIVE WAY TO IMPROVE YOUR IN-STOCK CONDITIONS WHEN ORDERING?***

**A) Minimize order adjustments**

**B) Increase the PI/CAO suggested order**

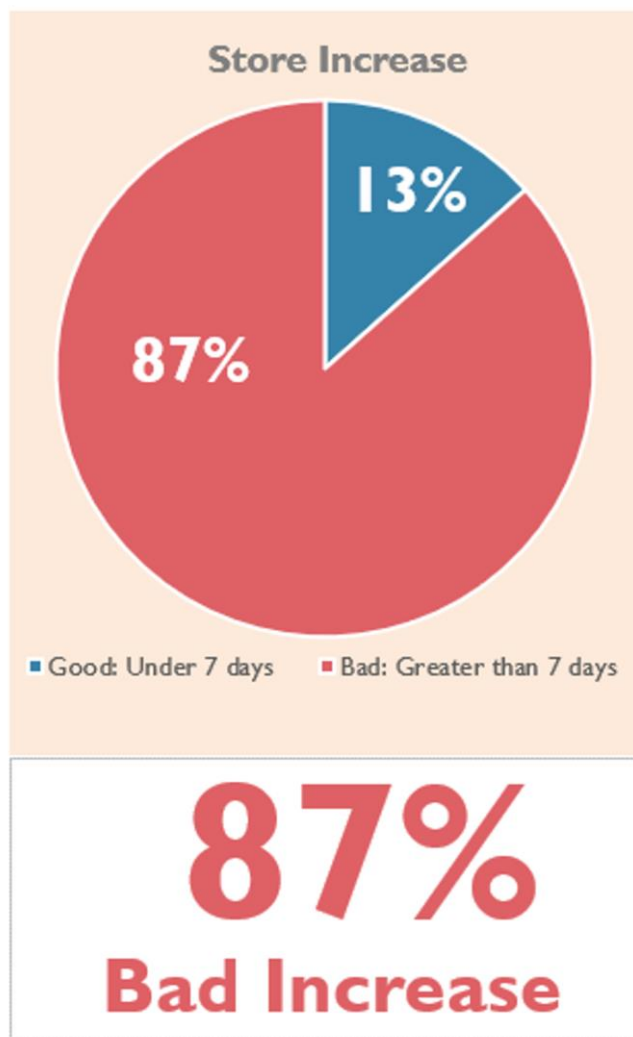
**C) Decrease the PI/CAO suggested Order**

**D) All of the above**

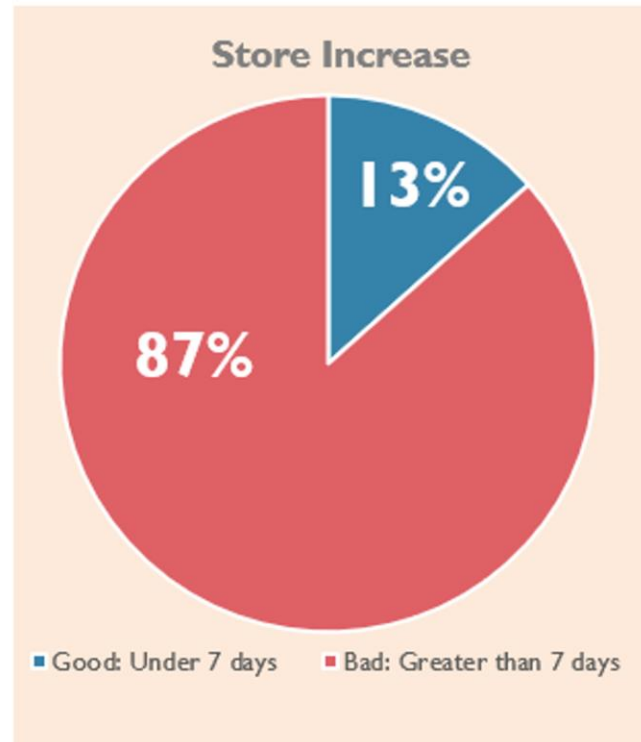
***WHAT IS THE MOST EFFECTIVE WAY TO  
IMPROVE YOUR IN-STOCK CONDITIONS  
WHEN ORDERING?***

**A) Minimize order adjustments**

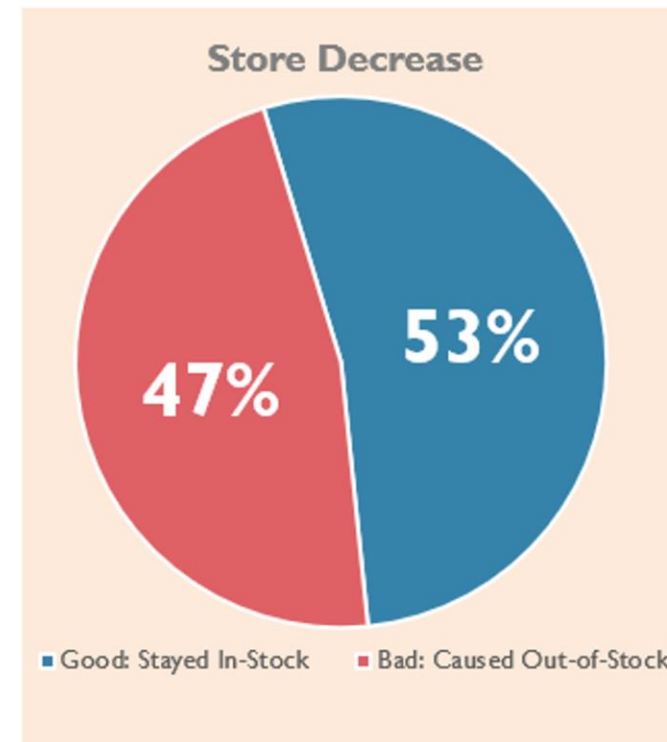
**~47% of negative order adjustments cause out-of-stocks**



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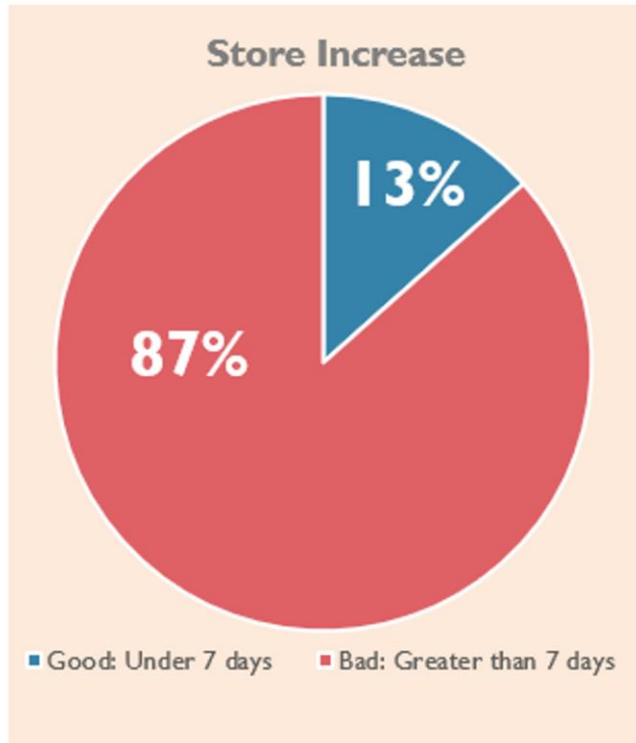


**87%**  
**Bad Increase**

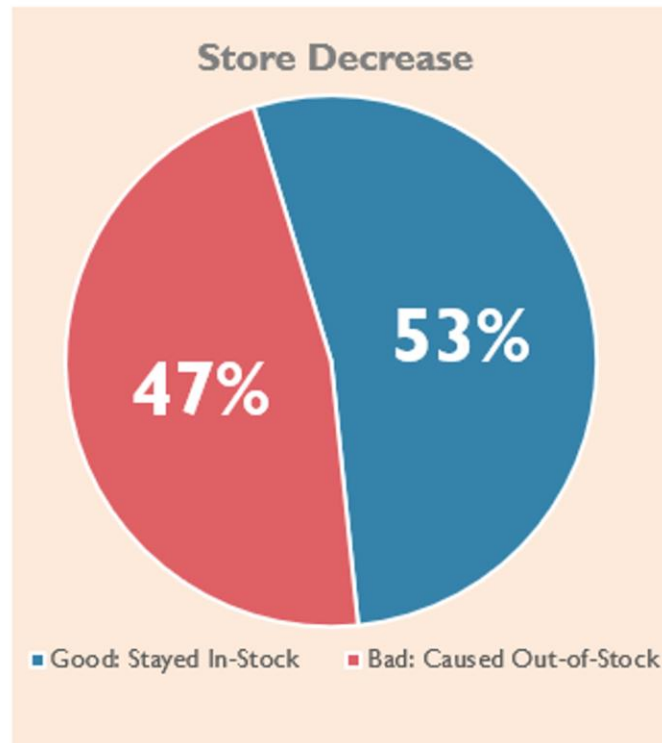


**47%**  
**Bad Decrease**

**~47% of negative order adjustments cause out-of-stocks**



**87%**  
**Bad Increase**



**47%**  
**Bad Decrease**

**VS**



**96%**  
**In-Stock**

(lead of adj  
accuracy)

## Adjustments are driving excess inventory and Out-of-Stocks

Ordering > Order Details

*Review items added or shorted from PI/CAO orders*

**Order Number:** 878595   
 **External Number(s):**   
 **Invoice Number(s):**   
 **Created:**

**Status:** Closed   
 **Order Type:** System-generated   
 **Vendor Name:**   
 **Location Name:**

**Department:** All Departments   
 **Category:** All Categories   
 **Sub-Category:** All Sub-Categories   
 **Order Items:** All

Filter On Priority Items   
   
Total Pieces On This Order: 493

| Seq. | SKU       | Order Unit, Avg. Wgt. | Description                    | Last Spot Checked (d) | Promo   | BOH | On Order | Est. Sales To Del. | Proj. Inv. | Est. Sales To Next Del. | Disp. Min. | Rec. Order | Actual Order |
|------|-----------|-----------------------|--------------------------------|-----------------------|---------|-----|----------|--------------------|------------|-------------------------|------------|------------|--------------|
| 2    | DC94889   | 30/cs                 | CILANTRO-ORG 1 EA              | Today                 | H,      | 3.8 | 0.0      | 4.07               | 0.00       | 6.23                    | 2.67       | 7          | 2            |
| 2    | DC94899   | 30/cs                 | PARSLEY-ORG-CURLY 1 EA         | Today                 | B,      | 2.6 | 0.0      | 0.56               | 2.00       | 0.81                    | 0.33       | 0          | 1            |
| 2    | DC94901   | 30/cs                 | PARSLEY-ORG-ITALIAN 1 EA       | Today                 | B,      | 1.2 | 0.0      | 1.80               | 0.00       | 2.21                    | 0.67       | 3          | 1            |
| 3    | DC4073    | 50/cs, 1 lb           | POTATOES-RED 1 LB              |                       | 3 None  | 1.2 | 0.0      | 0.11               | 1.05       | 0.93                    | 0.84       | 0          | 1            |
| 3    | DC4082    | 25/cs, 1 lb           | ONIONS-RED 1 LB                | Today                 | B,      | 2.8 | 0.0      | 2.66               | 0.12       | 3.72                    | 1.44       | 4          | 6            |
| 3    | DC4727    | 50/cs, 1 lb           | POTATOES-GOLD 1 LB             |                       | 2 None  | 0.0 | 1.0      | 0.33               | 0.77       | 1.10                    | 0.84       | 1          | 2            |
| 3    | DC4608    | 250/cs                | GARLIC 1 EA                    |                       | 1 G,    | 1.7 | 0.0      | 0.55               | 1.19       | 0.79                    | 0.24       | 0          | 1            |
| 3    | DC1405009 | 12/cs, 1 lb           | MELISSA'S POTATOES-YELLOW-D... | Today                 | None    | 1.3 | 0.0      | 0.85               | 0.48       | 1.03                    | 0.50       | 1          | 0            |
| 3    | DC1380001 | 18/cs                 | GARLIC-ELEPHANT 1 EA           |                       | 11 None | 0.4 | 0.0      | 0.30               | 0.13       | 0.75                    | 0.56       | 1          | 1            |
| 3    | DC1380004 | 12/cs, 3 lb           | ONIONS-SWEET-3LB 3 LB          |                       | 2 None  | 3.8 | 0.0      | 0.55               | 3.20       | 3.55                    | 3.00       | 1          | 2            |
| 3    | DC84662   | 5/cs, 1 lb            | SHALLOTS 1 LB                  |                       | 10 None | 3.0 | 0.0      | 1.03               | 1.97       | 3.26                    | 2.40       | 2          | 4            |
| 3    | DC4166    | 40/cs, 1 lb           | ONIONS-SWEET 1 LB              | Today                 | None    | 3.0 | 0.0      | 0.96               | 1.99       | 2.57                    | 1.80       | 1          | 3            |
| 3    | DC4235    | 68/cs                 | BANANAS-PLANTAIN 1 EA          | Today                 | None    | 0.8 | 0.0      | 0.19               | 0.56       | 0.37                    | 0.21       | 0          | 0            |
| 3    | DC4612    | 28/cs, 1 lb           | GINGER ROOT 1 LB               | Today                 | None    | 1.6 | 0.0      | 0.23               | 1.39       | 0.48                    | 0.29       | 0          | 0            |
| 3    | DC4859    | 10/cs, 5 lb           | POTATOES-RUSSET-5-LB-BAG 5 LB  |                       | 12 None | 1.4 | 0.0      | 0.56               | 0.84       | 1.07                    | 0.60       | 1          | 3            |
| 3    | DC4011    | 40/cs, 1 lb           | BANANAS-YELLOW 1 LB            | Today                 | None    | 9.8 | 0.0      | 8.42               | 1.74       | 9.35                    | 3.00       | 10         | 8            |

## Adjustments are driving excess inventory and Out-of-Stocks

Ordering > Order Details

Print P...

View Shipment(s)...

*Review items added or shorted from PI/CAO orders*

|                               |                                |                                    |                    |
|-------------------------------|--------------------------------|------------------------------------|--------------------|
| Order Number<br>878595        | External Number(s)             | Invoice Number(s)                  | Created            |
| Status<br>Closed              | Order Type<br>System-generated | Vendor Name                        | Location Name      |
| Department<br>All Departments | Category<br>All Categories     | Sub-Category<br>All Sub-Categories | Order Items<br>All |

Filter On Priority Items

Filter Details...

Total Pieces On This Order: 493

| Seq. | SKU       | Order Unit, Avg. Wgt. | Description                    | Last Spot Checked (d) | Promo   | BOH | On Order | Est. Sales To Del. | Proj. Inv. | Est. Sales To Next Del. | Disp. Min. | Rec. Order | Actual Order |
|------|-----------|-----------------------|--------------------------------|-----------------------|---------|-----|----------|--------------------|------------|-------------------------|------------|------------|--------------|
| 2    | DC94889   | 30/cs                 | CILANTRO-ORG 1 EA              | Today                 | H,      | 3.8 | 0.0      | 4.07               | 0.00       | 6.23                    | 2.67       | 7          | 2            |
| 2    | DC94899   | 30/cs                 | PARSLEY-ORG-CURLY 1 EA         | Today                 | B,      | 2.6 | 0.0      | 0.56               | 2.00       | 0.81                    | 0.33       | 0          | 1            |
| 2    | DC94901   | 30/cs                 | PARSLEY-ORG-ITALIAN 1 EA       | Today                 | B,      | 1.2 | 0.0      | 1.80               | 0.00       | 2.21                    | 0.67       | 3          | 1            |
| 3    | DC4073    | 50/cs, 1 lb           | POTATOES-RED 1 LB              |                       | 3 None  | 1.2 | 0.0      | 0.11               | 1.05       | 0.93                    | 0.84       | 0          | 1            |
| 3    | DC4082    | 25/cs, 1 lb           | ONIONS-RED 1 LB                | Today                 | B,      | 2.8 | 0.0      | 2.66               | 0.12       | 3.72                    | 1.44       | 4          | 6            |
| 3    | DC4727    | 50/cs, 1 lb           | POTATOES-GOLD 1 LB             |                       | 2 None  | 0.0 | 1.0      | 0.33               | 0.77       | 1.10                    | 0.84       | 1          | 2            |
| 3    | DC4608    | 250/cs                | GARLIC 1 EA                    |                       | 1 G,    | 1.7 | 0.0      | 0.55               | 1.19       | 0.79                    | 0.24       | 0          | 1            |
| 3    | DC1405009 | 12/cs, 1 lb           | MELISSA'S POTATOES-YELLOW-D... | Today                 | None    | 1.3 | 0.0      | 0.85               | 0.48       | 1.03                    | 0.00       | 1          | 0            |
| 3    | DC1380001 | 18/cs                 | GARLIC-ELEPHANT 1 EA           |                       | 11 None | 0.4 | 0.0      | 0.30               | 0.13       | 0.70                    | 0.56       | 1          | 1            |
| 3    | DC1380004 | 12/cs, 3 lb           | ONIONS-SWEET-3LB 3 LB          |                       | 2 None  | 3.8 | 0.0      | 0.55               | 3.20       | 3.55                    | 3.00       | 1          | 2            |
|      |           |                       |                                |                       |         |     |          |                    |            | 2.26                    | 2.40       | 2          | 4            |
|      |           |                       |                                |                       |         |     |          |                    |            | 0.57                    | 1.80       | 1          | 3            |
|      |           |                       |                                |                       |         |     |          |                    |            | 0.37                    | 0.21       | 0          | 0            |
|      |           |                       |                                |                       |         |     |          |                    |            | 0.48                    | 0.29       | 0          | 0            |
| 3    | DC4889    | 10/cs, 5 lb           | POTATOES-RUSSET-5-LB-BAG 5 LB  |                       | 12 None | 1.4 | 0.0      | 0.56               | 0.84       | 1.07                    | 0.60       | 1          | 3            |
| 3    | DC4011    | 40/cs, 1 lb           | BANANAS-YELLOW 1 LB            | Today                 | None    | 9.8 | 0.0      | 8.42               | 1.74       | 9.35                    | 3.00       | 10         | 8            |

**PRO TIP**

**Fix the root cause of the issue, instead of adjusting the actual order column (i.e., BOH accuracy)**

***QUESTIONS FOR THE OSA TEAM***

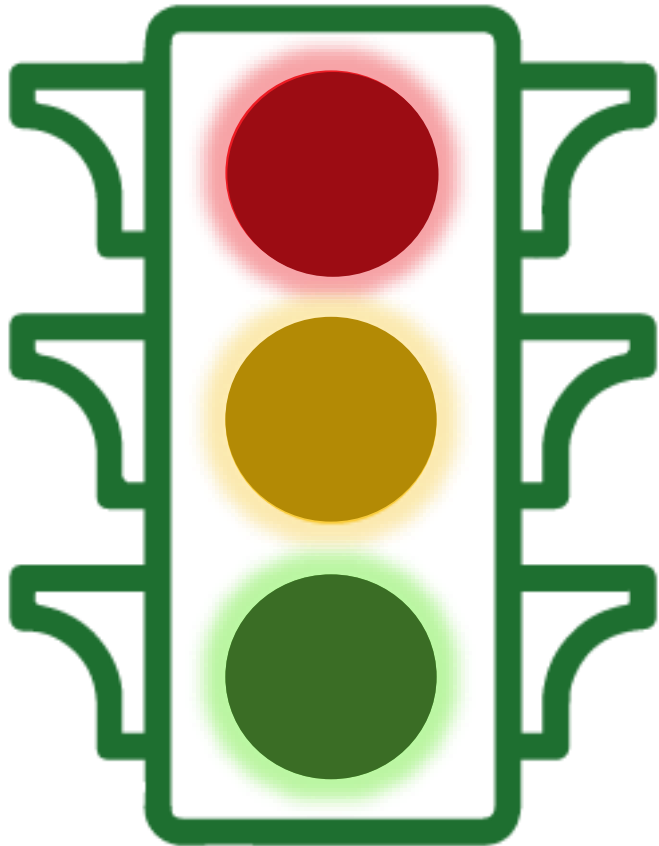
***WE'RE HERE TO HELP!***

***JESUS ZARAGOZA***

***SHAWN STULL***

***JAYSEN PAULEY***

# *THINK ABOUT THE OSA STOPLIGHT*



**STOP** AND WORK ALERTS PROPERLY

**SLOW DOWN** AND REVIEW SCHEDULES

**MOVE FORWARD** BY MANAGING INVENTORIES, NOT WRITING ORDERS





***THANK YOU!***

