

What makes a good Buyer??

Wolf Gugler

He/she is astute re:

- First goal is realizing sales and profits to achieve company plan = linear or a "big picture" thinker
- Undertakes initiatives without being directed to do so
- Product selection, pricing and promotional activities go hand-in-hand
- Is capable of and actually **does** clearly communicate his/her goals to suppliers; is accessible when necessary and acts as a true partner in attempting to maximize profit opportunities for both. Understands "stuff happens" and doesn't hang a supplier out to dry because of one deviation from the norm. I am still frankly amazed when I hear a Supplier tell me they can't get their Buyer to return their phone call
- Works by business plan preparation and execution; takes planned approaches to success. Can present a quantifiable case to senior management regarding initiatives to be taken
- Aware of inventory turns and inventory control; reasonably good computer skills to augment this. Works with distribution staff to continuously improve the logistics aspect of success. Not afraid to evaluate and/or exit unprofitable products/categories
- Is aware his/her performance evaluation is probably based on meeting/exceeding planned objectives, inventory turns, satisfaction of operations staff with their performance; is not afraid to solicit input from Store staff, but rather welcomes it
- More and more, Retailers are looking for 'merchants', people with an innate sense of what is likely to work and what probably won't; probably a combination of inner sense, good disciplined training and top communication skills