

FIVE DECISIONS EVERY MONDAY

Run these once the week's fuel, inside sales and inventory reports have been reviewed, before the week is planned.

HAVE THESE THREE OPEN BEFORE YOU START

Daily Sales Report

Last seven days by site, fuel and inside split, with margin alongside sales.

Fuel & Vendor Invoices

Loads delivered, DSD invoices, and rates billed against the agreed rates.

Inventory & Variance

Tank over and short by site, plus the no-movement and dated stock list.



AFTER THE FUEL REVIEW

1

Set This Week's Street Price

Decide the pump price position for each site on margin per gallon after card fees, not on gallons alone. Volume bought with margin is a decision, so make it on purpose.

TO DECIDE

2

Act on the Fuel Variance

Every tank outside tolerance gets one action today: recheck the readings, review the dispenser calibration, call for service, or record the loss. Carrying it forward is also a decision.

TO DECIDE



AFTER THE INSIDE SALES REVIEW

3

Pick the Department to Push

Choose one inside department to push this week on gross profit dollars, not on sales dollars. The department that rings the most is not always the one that earns the most.

TO DECIDE

4

Decide on Slow and Dated Stock

Items with no movement, and anything approaching its date, get one call now: mark down, bundle, return to the vendor or write off. The window closes quietly.

TO DECIDE



AFTER THE PURCHASE REVIEW

5

Settle Invoice Differences Now

Any load or direct store delivery billed above the agreed rate gets raised this week, while the delivery is recent. At month end the same difference becomes a negotiation.

TO DECIDE

SOMETHING WORTH KNOWING

Take all five in **one sitting**, before the week starts moving. A decision carried to Wednesday is usually taken for you, by whatever the pumps and the shelves do in the meantime.

RECORD THE WEEK'S CALL

Week ending

Decisions taken by

Date reviewed