



SMCo Thrift

**NATIONAL TRAINING
CONFERENCE**

spring 2021

Receiving, Sorting, and Pricing

 **PickUpMyDonation**

 **ThriftTrac**

 **OnTrac**

SMCo Thrift
Thrift Store Consultants

Every time we touch a donation it.....???



Costs Us Money



It all begins when a donor pulls up?

- Who is unloading?
 - Donor, Staff, Volunteer
- What resources are available?
 - Cart, Buggy, Gaylord?
- How much time do we have?
 - Are we prepared for short windows
 - Capture information-Receipts
- Smile, Offer to Help, Say Thank you!



Touch #1

Receiving the donation



What NOT To Do

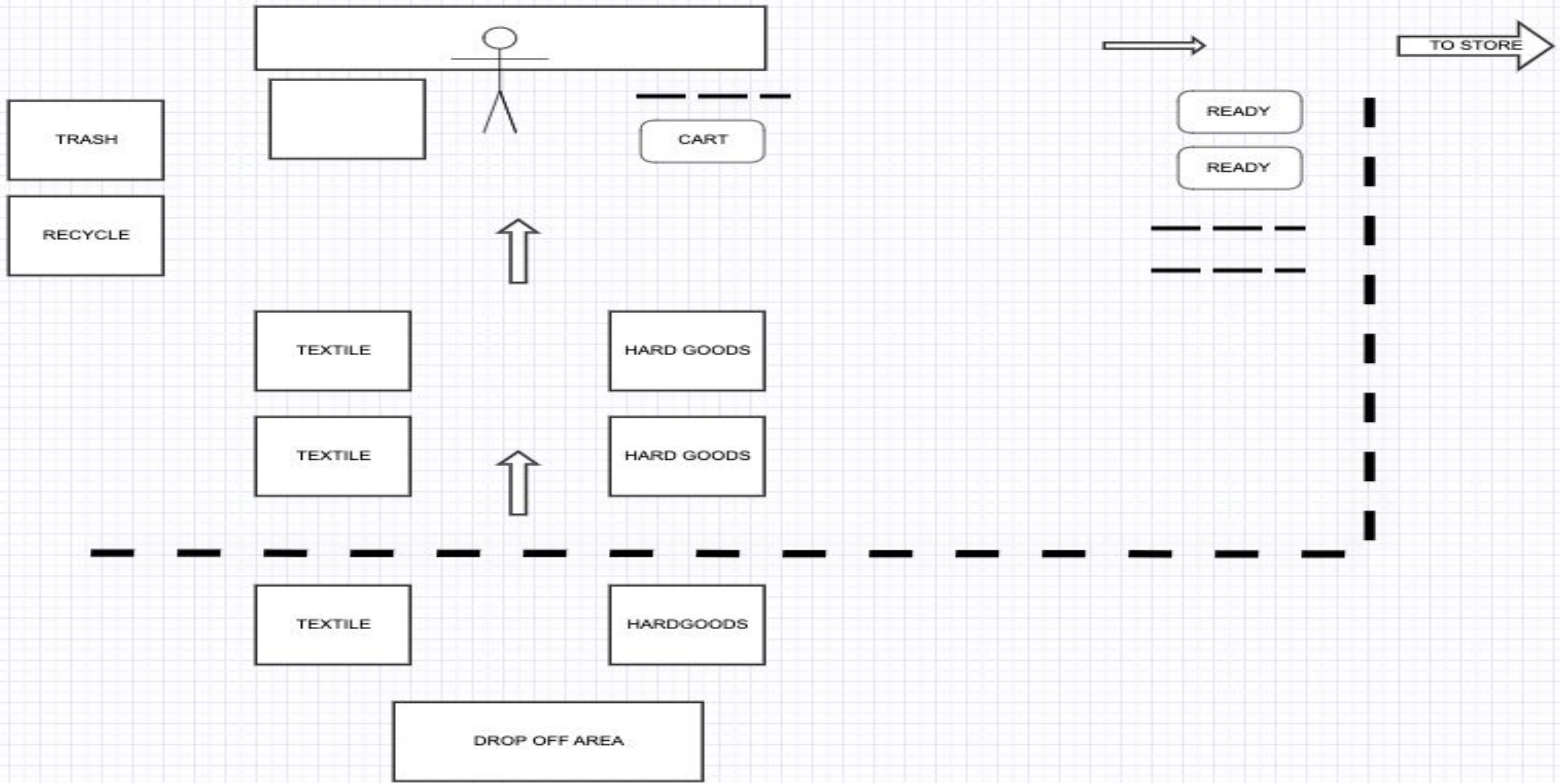
- Put donations on the ground
- Pre-Sort into Pre-Sort
- Piles
 - What's the value of a donation at the bottom of the pile?



The correct way

- Receive into material handling equipment
- Consider “who’s next”
- Create an efficient flow





Touch #2

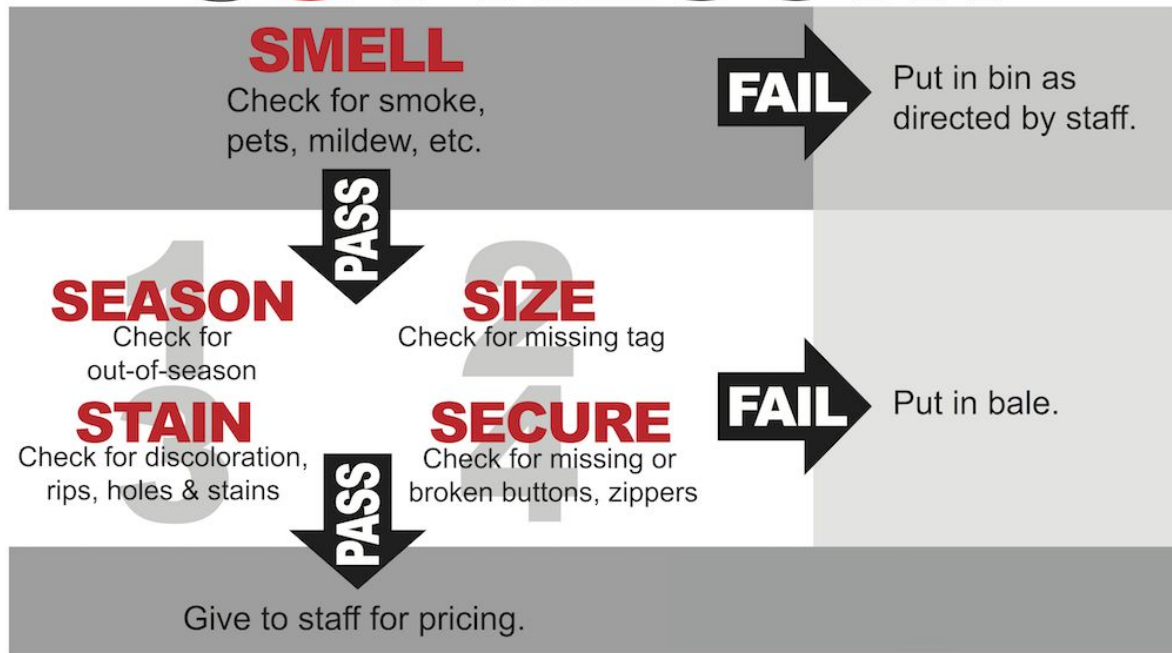
Presorting the Donation



Types of Pre-Sort

- Textile/ Soft Goods
- Misc./ Housewares/ Hardgoods
- Furniture

5S PRESORT



MISCELLANEOUS PRESORT

STEP 1:
WHAT IS IT?

Ask **Google**

Ask **People**

Is it a sellable
Antique?

STEP 2:
IS IT
ALL
THERE?

Yes

No

Does it work without all parts?

Yes

No

Yes

No

STEP 3:
IS IT IN
GOOD
CONDITION?

Give to **staff**
for **pricing**

Recycle
or **Bob**

Share research
findings with
pricing staff



 **PickUpMyDonation**

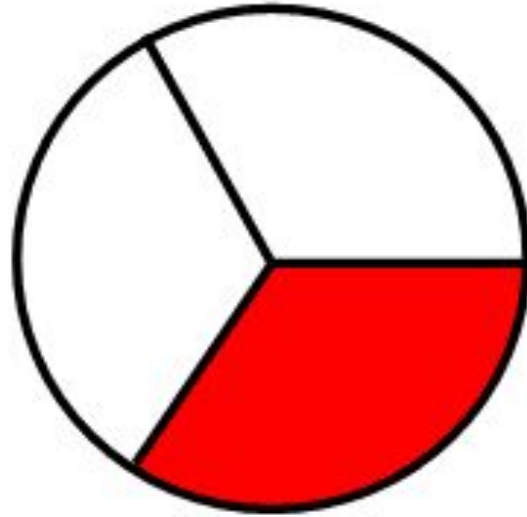
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The Rule of Thirds

- Sellable
- Bale / Recycle
- Trash (Its ok to toss)



Pricing

Why does your thrift store exist?

- Profit?
- Outreach?
- Both?



Who Is Our Target Customer?

The Person In Need

The Treasure Hunter

The Reseller



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80/20 Rule

The Pareto **principle** (also known as the **80/20 rule**) states that, for many events, **roughly 80% of the effects come from 20% of the causes.**

80/20 effects...

- Pricing
- Pulls
- Complaints
- Appearance (is your store empty) “trail mix”



Pricing Strategies

- Line Pricing
- 3-2-1 Myth
- Value Pricing
 - There's only one
- Boutique



Pricing Comments

- I can get this cheaper at _____.
- You get stuff donated. Why are your prices so high?
- I'm never shopping here again

**Remember our target customer*

Pricing Stations

The pricing area must be efficient and free from clutter

Be sure stations have everything needed

Be sure aisles are clear

Pricing - Cross Training

- Linens
- Furniture
- Housewares
- Electronics



Physical Pricing

- Tagging Guns
- Stickers
- Barcodes
- Furniture



Traditional Point of Sale Systems

Why?

- Recapture cost
- Provide data

Pros

- More Data

Cons

- Slower process
- More “equipment”

What are Pulls?

- How often
- Colors
- Impact

*Discussed in Merchandising

January 14	PURPLE
January 21	PURPLE
January 28	PURPLE
February 4	YELLOW
February 11	YELLOW
February 18	YELLOW
February 25	GREEN
March 4	GREEN
March 11	GREEN
March 18	ORANGE
March 25	ORANGE
April 1	ORANGE
April 8	PURPLE
April 15	PURPLE
April 22	PURPLE

Don't Give Away Your Profit

- Discounts
- Markdowns
- Sales
- Clearance area



What's the most important asset ?



Impact Of Effective Pricing

- Average price per piece
- Average Transaction

CURRENT					
\$53,330.11	3,048	\$17.50	\$79,684.80	\$5.20	946
SALES	TRANSACTIONS	AVG TRANSACTION AMT	PRODUCTION VALUE	AVG PRICE PER PIECE	DONATIONS
LAST YEAR					
\$51,709.24	3,331	\$15.52	\$101,615.22	\$4.41	970
SALES	TRANSACTIONS	AVG TRANSACTION AMT	PRODUCTION VALUE	AVG PRICE PER PIECE	DONATIONS

Impact Of Effective Pricing (con't)

1,000 pieces per day for 26 days per month = 26,000 pieces

At \$4.41 avg price per piece

- \$114,660 = Production Value
- \$57,330 = Sales

At \$5.20 avg price per piece

- \$135,200 = Production Value
- \$67,600 = Sales



575 Denim
 7 for all Mankind
 Adrienne Vittadini
 Afflection
 Ahnu
 All 4 one
 Altar'd State
 Anavini
 Andrea Polizzi for Rex Lester
 Ann Taylor
 Ann Taylor Loft
 Anne Klein
 Annie Griffin
 Anthropologie
 Antonio Meleani
 Arc & Co
 Arc'teryx
 Ariat
 Asolo
 Athleta
 Banana Republic
 Ben Sherman
 Benobos
 Beulah
 Biscotti Dress
 BKE/Buckle
 Blue Cult Jeans
 BluPepper
 Boden
 Brandon Thomas

Brooks Brothers
 Bugatchi
 Bullock & Jones
 Cabela's
 Cache
 Calvin Klein
 Carhartt
 Carolina Herrera
 Chan Lau
 Chico's
 Christian Dior
 Citizens of Humanity
 Coldwater Creek
 Colombia
 Crate & Barrell
 Cutter Buck
 Dana Buchman
 Danner Mountain
 David Kahn
 David Meister
 Diesel
 DKNY
 Dolce and Gabbana
 Eagle's Eye
 Ecco
 Eileen Fisher
 Endless Rose
 Escada
 Flying Tomato
 Free People

Gander Mountain
 Gap
 Green Dragon
 Hannah Banana
 Harley Davidson
 Harve' Bernard
 Hugo Boss
 Isaac Mizrahi
 J. Crew
 J. Peterman
 Jak & Pepper
 Joe's Jeans
 Joseph A Banks
 Justin
 Karen Millen
 Kave
 Kendall + Kylie
 LaCoste
 Lands' End
 Larry Lavine
 Lauren (Ralph)
 Le Suit
 Leslie Fay
 Lida Baday
 Lilly Pulitzer
 Listicle
 LL Bean
 Lucky Brand
 Lululemon

Madewell
 Madison Hill
 Maggy London
 Maggie & Mabel
 Marmot
 Max & Cleo
 Merrell
 Michael Kors
 Michael Laren
 Millet
 Mini Boden
 Minnie Tonka
 Miss Me
 Miumiu
 Mod Ref
 Mountain Hardware
 Natural Reflections
 Nichole Miller
 Nik & Zoe
 Northface
 OBEY
 Patagonia
 PauW
 Pazoni
 Polo Ralph Lauren
 Pottery Barn
 Psyche Bunny
 Ralph Lauren
 REI

Robert Graham
 Rock & Republic
 Rock Revival
 Romeo & Juliet Couture
 Roundtree and Yorke
 Salomon
 Sharon Young
 Skies are Blue
 Soft Surroundings
 Tahari
 Talbots
 Taylor Made
 Teva
 Tommy Bahama
 Tommy Hilfiger
 Tory Burch
 Trina Tark
 True Religion
 Under Armour
 Victoria's Secret
 Vince
 Vineyard Vines
 Vintage Havana
 Volatile
 White House/Black Market
 Woolrich
 Worth New York
 Zara

Questions?



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