



Baseball Season is Here!

It's baseball season and here in Corpus Christi we have the mighty Hooks Baseball team. It's always fun on a summer

evening with

hotdogs, beer, and fireworks after the game. Though some games can be a little on the boring side on occasion, it is always the most fun for those of us that really know the rules and how the game is played. Now, have you ever been to a baseball game with someone that doesn't know how it's played and try to explain it to them? It's fun to explain if the other is interested. But, I can normally figure out they do, or don't, really want to know the information and that they are just there for the beer.

Running your locksmith shop can be very similar to baseball. There are stats that you can keep track of that can make the game much more interesting. Do you know what your stats are? Are you batting 300? Some of the stats we baseball fans track are listed below.

- Batting statistics

- Base running statistics
- Pitching statistics
- Fielding statistics
- Overall player value
- General statistics

Now, I know that most of you are not keeping good track of your own personal stats. But if you did, this will help you to establish a baseline of how your business is performing. These are done using your sales and then everything else will be related as a percentage of your sales. For easy figuring, I have included a list of stats to track below as related to your annualized sales. I have also written a percentage next to the stat. Not because it is where you should be (because everyone will be slightly different) but because it gives you a range or starting point.

1. What are your targeted sales? \$400,000
2. What percentage of your sales go into advertising? 5% of \$400,000 = \$20,000
3. Percentage of your sales are labor costs? 25% of \$400,000 = \$100,000

4. Percentage of your sales are cost of goods? 20% of \$400,000 = \$80,000
5. What percentage of your sales are from each individual? This range should be \$100,000 each driver, and the percentage will change with sales. It is better to track this one by each individual. A locksmith apprentice may only do \$65,000 a year. While an advanced locksmith may do as much as \$150,000.
6. What percentage of your sales are from the store? Is it 5% or \$20,000, and is it from just making keys, or are you selling hardware that Big Box retailers are not carrying?

Once you establish your current performance levels, you can make small adjustments to your prices, wages, cost of goods, and advertising budgets. Increase your prices by 2% and the cost of unlocking a car goes from \$50 to \$51. Then increase your advertising from 5% to 7% or just enjoy the profits. These small adjustments can take you from the minor leagues into the major league.

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