



By Appointment to
Her Majesty The Queen
Tailors
Alexandre of England 1988 Ltd
Leeds

ALEXANDRE
• LONDON •

TEAM TALK

DATE: 30th May 2022



Overseas – Team Talk

In this edition:

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NUMBERS

We've had a great couple of weeks, hitting targets and beating last year's numbers, and last week was no exception. You guys have been doing AWESOME! And we have pulled back a lot of business... Amazing to see, considering what stock we have and what we have been dealing with.

Week 15: 137% TAR / 165% LY
 Week 16: 128% TAR / 119% LY
 Week 17: 111% TAR / 164% LY

We are now sitting at 173% Target and 199% Last Year. Great place to be sitting at right now.

Remember guys, the new stock is moments away and I know a lot of you have customers chomping at the bit, waiting to get their hands on the stock.

Keep doing what you are doing and we'll continue to see these great numbers.

Remember, Made to Measure is your friend! 😊

You can make some BIG bucks selling your measures and this will help to keep your numbers up.

As of last week, Made to Measure is at 175% Target and a whopping 281% Last Year. Don't lose sight of these special 10% commission offers we have... this is a great opportunity to make some \$\$\$\$



LET'S GET CRACKING!!

VACANCIES

We have several vacancies right now: Quantico, Andrews, Fort Belvoir all have a spot available to work alongside one of our seasoned sales people. Fort Myer is still in need of a manager and McChord AFB is in need of a staff member, ready for when Dave retires. All of these vacancies have an immediate start date.

TLOGS

I know we've been reminding you guys day in and day out! About how important it is to get your TLog reports checked and completed ASAP. This is another reminder!

Some branches are not getting their sales corrected when the reports come out and we are finding ourselves chasing you to get them done... We shouldn't have to spend time doing this guys!

When the report comes out, that should be your reminder to log on and check your sales match. Check anything that's missing and email Support with anything that looks odd.

Please, let's get into the habit of clearing your TLogs the same day the report is emailed to you.

REMEMBER

You are responsible for checking your Merchant cloths, on-line.

Tracey sent out a training email to remind you of how to check... All of the Merchant cloths we use are independent companies... they aren't owned or operated by us, so we need to be sure we are checking the books and the cloths on their websites. If you need help, let Dave or me know and we'll go over it with you.



***** Get your customers into a Royal Mile Suit *****

Keep yourself fresh!

You can click on the "Style Guide" at the top of "Team Talk" and on there you will find links to:

- **Guide to Adjustments**
- **Guide to Measuring**
- **Made to Measure Style Book (Jacket, Vest & Trousers)**

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The Alexandre Savile Row flagship store can be found at number 39 on London's premier tailoring street. It is the epitome of style and elegance, mirroring perfectly the attributes of the brand.

Sharply tailored suits sit beside crisp, colourful shirts and bold but beautiful silk ties. Established over 100 years ago and the proud holder of a Royal Warrant from the Queen, Alexandre is BMB's flagship, showcasing our expertise in design, quality and retail.



Top 10 Stores - Sales Value (last updated: 30/05/2022 at 5:05am) (USD)

Region	Store	Actual	Target	% Tgt
Aafes - USA	USA Travis AFB	454	1,530	29.7
Aafes - USA	USA Andrews AFB	353	2,343	15.1
Aafes - Europe	Europe Stuttgart	360	2,865	12.6
Aafes - Europe	Europe Grafenwoer	299	2,757	10.8
Aafes - Europe	Europe KMCC Ramstein	385	7,589	5.1

Resources

- Useful information
- DSD Conversion Feb
- back chat
- branch addresses (eu)
- branch addresses (us)

The guide to measuring is an important tool for you, especially as we are now getting back into measuring our customers and ordering made to measure. Make sure you take a look at this at least once a week and keep your skills refreshed and up to date.... Here's the link:

http://www.bmb-menswear.ltd.uk/aafes_teamtalk/style-guide.asp

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Style Guide

"Clothes make the man. Naked people have little or no influence on society."
Mark Twain



Made to Measure Classic Jacket Style Book
 Click [here](#) to review the online version of the Made to Measure style book, simply click on a jacket and it pops the details!

Resources

- Guide to Adjustments
- Guide to Measuring
- Made to Measure Classic Jacket Style Book
- Trouser Styles
- Vest Styles

Guide to Measuring

Thanks to Kevin Roche, we now have an online version of his "Guide to Measuring"



COMPETITON!

We have a tough week ahead of us this week (Week 18) due to the Memorial Day holiday and customers have an extended weekend. What does that mean? ... Do we just give up and say "Oh Well!" and add it to the report on Saturday?

NO!!!

We get on the phones, type emails, refresh our departments and get the business on

the books, right?!

How about a little incentive (Along with the 10% commission we are offering on select cloths!) and hold a competition!

BEST PERCENTAGE AGAINST TARGET - \$100 ALEXANDRE GIFT CARD!

Usual rules... Sales must be on Oasis before the close of business Saturday night. Highest percentage above target, at the number one spot on Team Talk Sunday morning is the winner – nice and easy! 😊

BEST IDEA

OK, let's do something a little different... Get those grey brain cells working and get rewarded for doing so!

Let me see (or hear!) your idea to get your branches business rocking and rolling. What sort of ideas? – You tell me!

It needs to be something to increase your sales, our image, something to make us stand out.

(It has to be legal and in the realm of what AAFES & Alexandre deem acceptable!)

The best idea each week will win a gift card of \$20.

The idea will be discussed with Tracey and myself and the winner will get the gift card option.

This was an idea (below) from a few years ago, where the manager at the time in Lakenheath (Jamie) had an idea of asking the main store if we could advertise our product on one of the empty vendor stands in the foyer.

The main store agreed and it really helped to push our MM business in that location.



Lakenheath Concession Booth Idea - In Food Court!

INTERESTING FACTS

It's always handy having a discussion piece to "Break the ice" with your customers... Something other than "Can I help you?" can make or break a sale sometimes. Here's one for your back-pocket... An interesting fact. Can you believe that there are 27 miles of yarn in a suit?!!

Interesting Fact

In one average suit length measuring 3.5 yards there is approximately 47,474 yards of yarn; the equivalent of 27 miles of yarn!



*** Think outside the box! ***

Thanks & Goodluck! – Andy.