



STOREINSIGHT

Paul Kelly – Area Manager North

It is a team approach at STOREINSIGHT, from the directors to the field staff. There's respect at every level of the organisation and we all have our part to play. It's a great company to work for, there's a real feeling of worth and value. It's the best company I've worked for in a long time.

I joined STOREINSIGHT (PC Marketing Solutions) in 2003 as a permanent, full time merchandiser.

Within 12 months I was promoted to Area Manager for the North of England. There is no such thing as a typical working day, and that's the challenge. In my role as Area Manager I support the field staff by encouraging them to achieve their targets. I conduct regular appraisals and development reviews and provide training to new members of staff. With the rapport I have built with my team I am used as a resource to address issues ranging from statistical returns to providing practical support in the field.

I have my own merchandising calls in the North West so time management is a must. I cover many miles and every call is different; the challenge is the variety. These include building relationships with the staff in store, implementing new planograms, discussing with account managers the best strategies to improve sales and merchandising the products.

... passionate about retail

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