

GREET & ASK - COACHING GUIDE

FOR DISTRICT DIRECTORS & STORE MANAGERS

STOP, OBSERVE, COACH (SOC)

To ensure program success, slow down and walk the store. Stop, observe, and listen to team members greeting and asking customers.



IF GREET & ASK IS WORKING...

Praise and recognize team members for building a culture of customer service.



IF GREET & ASK IS NOT WORKING FOR INDIVIDUAL TEAM MEMBERS...

1. Identify team members who are missing opportunities.
2. Discuss with them the importance of Greet and Ask.
3. Provide positive support, model behavior and coach team members.
4. Support the culture with huddles, 1:1 coaching, following up, and momentum builders.



EVERYONE COACHES: IT'S EASY!

- Approach team members and ask if they are Greeting and Asking.
- Ask to see the score on their pocket card.
- Encourage team members to Greet and Ask every customer.
- Coach and model Greet and Ask.
- Follow-up with team member.



IF GREET & ASK IS NOT WORKING IN A DEPARTMENT OR AN ENTIRE STORE...

Re-rollout the program immediately.

1. Print Greet and Ask pocket cards for department or entire store.
2. Hold a Greet and Ask huddle (Store Manager and/or District Director).
 3. Stress the importance and positive impacts for the store.
 4. Set expectations - Greet and Ask every customer.
 5. Coach using the pocket cards.
 6. Set the tone, lead by example, and be excited.
 7. Discuss momentum - contests, leaderboard, recognize when they do it well.