

## PROGRAM OVERVIEW

This program gives team members **simple, daily actions** to create special experiences with our customers. This increases customer engagement, basket size, and store profits.

### CUSTOMER SERVICE DISTRICT CAPTAINS

*You are responsible for leading this program.*

- 1 Work closely with your DD and RVP to launch this program in your district.**  
*Your effort sets the tone. Show your excitement and determination for the program.*
- 2 Ensure all stores in your district receive this guide and hold them accountable for the program.**  
*Assist and coach Store Managers who need help. The financial implications are huge. Start building the culture today to reap the rewards tomorrow.*
- 3 Monitor program implementation with your DD and RVP.**  
*This is an ongoing program, build a culture of customer service. Celebrate wins and keep the momentum going.*

### DISTRICT DIRECTORS

*You are responsible for the follow-up of this program.*

- 1 Ask your Store Managers if they are implementing the "Greet and Ask" program.**  
*Ensure they are announcing it at huddles, allowing team members time to take the training, and passing out pocket cards.*
- 2 Ask Store Managers how they are reinforcing the training.**  
*Store Managers can reinforce training by asking to see team members' cards, contests, leaderboard, recognition, etc.*
- 3 Re-rollout program if a store is struggling.**

### STORE MANAGERS

*You own the success of the program.*

- 1 Complete "Greet and Ask" training independently.**  
*On your computer, search "Greet and Ask" on Sprouts Academy. Special Manager Instructions and rollout resources are provided at the end of the course.*
- 2 Show every team member the 5-minute training.**  
*Using the mobile-training-kiosk, show training to small groups at huddles.*
- 3 Rollout at daily huddles.**
  - Show your excitement and determination*
  - Stress importance and positive impacts*
  - Set expectations to "Greet and Ask" every customer*
  - Establish accountability using pocket cards. Print using the Scan printer on the back of 8up cardstock.*
- 4 Follow-up with team members daily.**  
*Review cards with team members. At your discretion, you can hold contests, create leaderboards, or give recognition.*
- 5 Observe and coach your team to "Greet and Ask" every customer.**

### TEAM MEMBERS

*You are responsible for implementing this program.*



**OWN IT:** *Special customer experiences start with you.*

- 1 "Greet and Ask" each customer throughout the day.**
- 2 Have fun with it!**  
*Do you want bragging rights? Keep score on the back of your pocket card of how many customers you "Greet & Ask" throughout the day and compare with your team members!*



**Re-Rollout Program:** *When "Greet & Ask" is not being done in the store, a DD or SM can re-rollout the program at any time. Simply print the cards, hold a huddle, and set expectations. Build a culture of "Greet and Ask" through follow-up and recognition.*