



SERVICE & SELLING

STORE MANAGER BREAKOUT SESSION

Dustin Hamilton

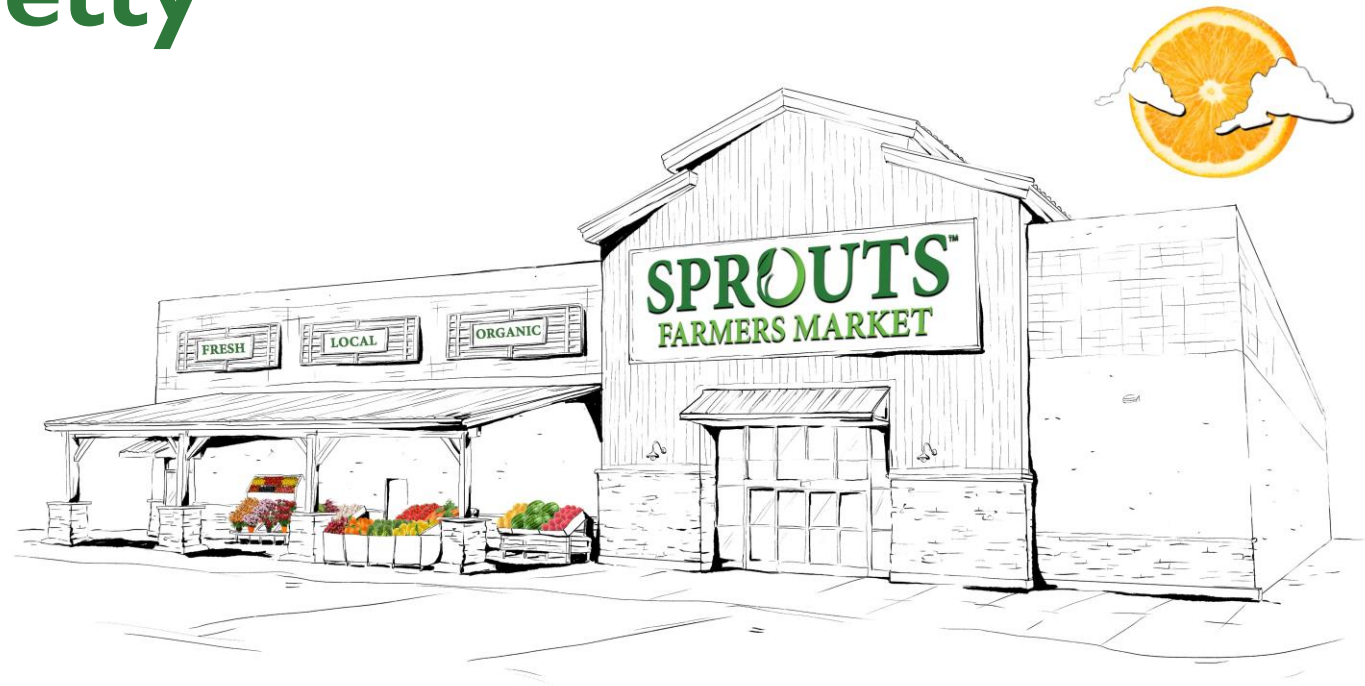
RVP - California

Melonie Buchanan Petty

RVP - Texas

Kyle Eynon

Director Training



QUESTIONS AND SUGGESTIONS

- ✓ Write your questions and/or suggestions on sticky notes throughout the presentation – include your **name** and **store #**
- ✓ Post on the back wall **before leaving**
- ✓ Questions will be answered directly or in an FAQ sent after SproutsCon



“I visited your Santa Clara store after a hiatus of more than 2 years, and lo and behold, an employee had set up a sampling station near the main entrance. And what were they sampling? Air fried chips that were tastier than a bag of rainbows! They were so good that even my daughters couldn’t resist and ended up grabbing a few bags.

The store itself was like a cozy haven of cleanliness. **I lost count of how many times different employees greeted me and offered their help. I felt like a celebrity, minus the paparazzi.** And let’s not forget about those sweet cherries in the produce section-they were the stuff of dreams! Everything was organized to perfection!

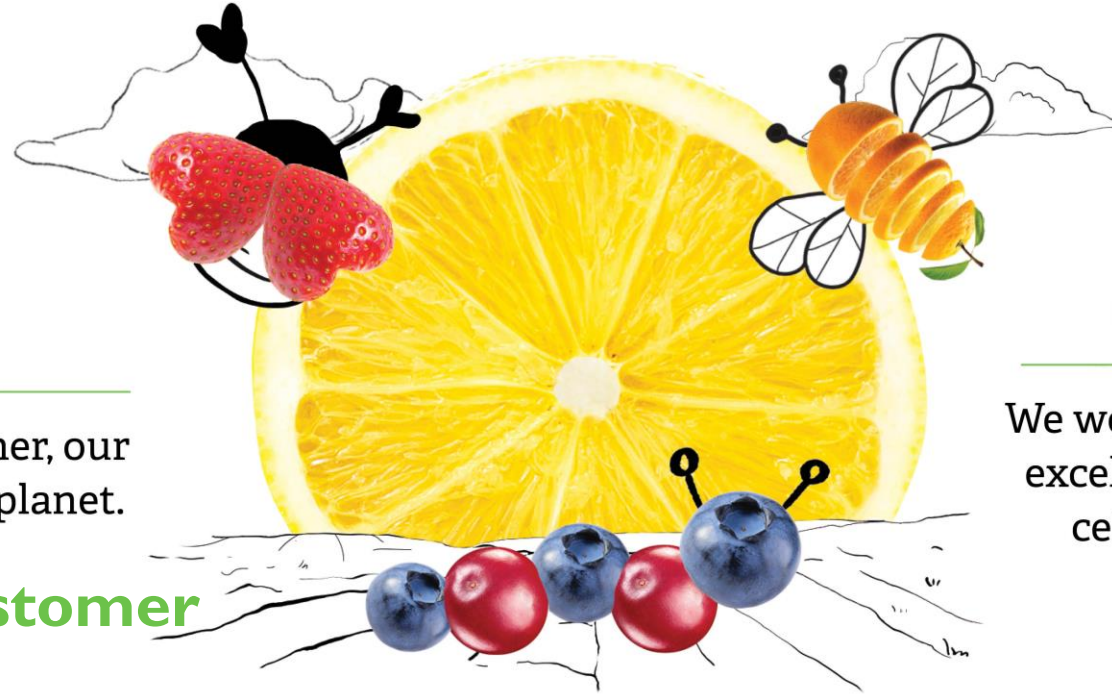
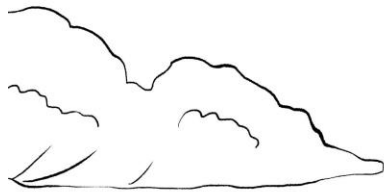
Sprouts, you’ve outdone yourselves! I’m here to applaud your awe-inspiring improvements, and it feels so good be back. **Keep rocking those clean & friendly vibes because you’ve won this shopper’s heart all over again!”**

Store 283 – Santa Clara, CA

CARE

We care for each other, our customers and our planet.

Greet Every Customer



OWN IT

We work as a team to deliver excellence in all we do and celebrate our success.

No Wait

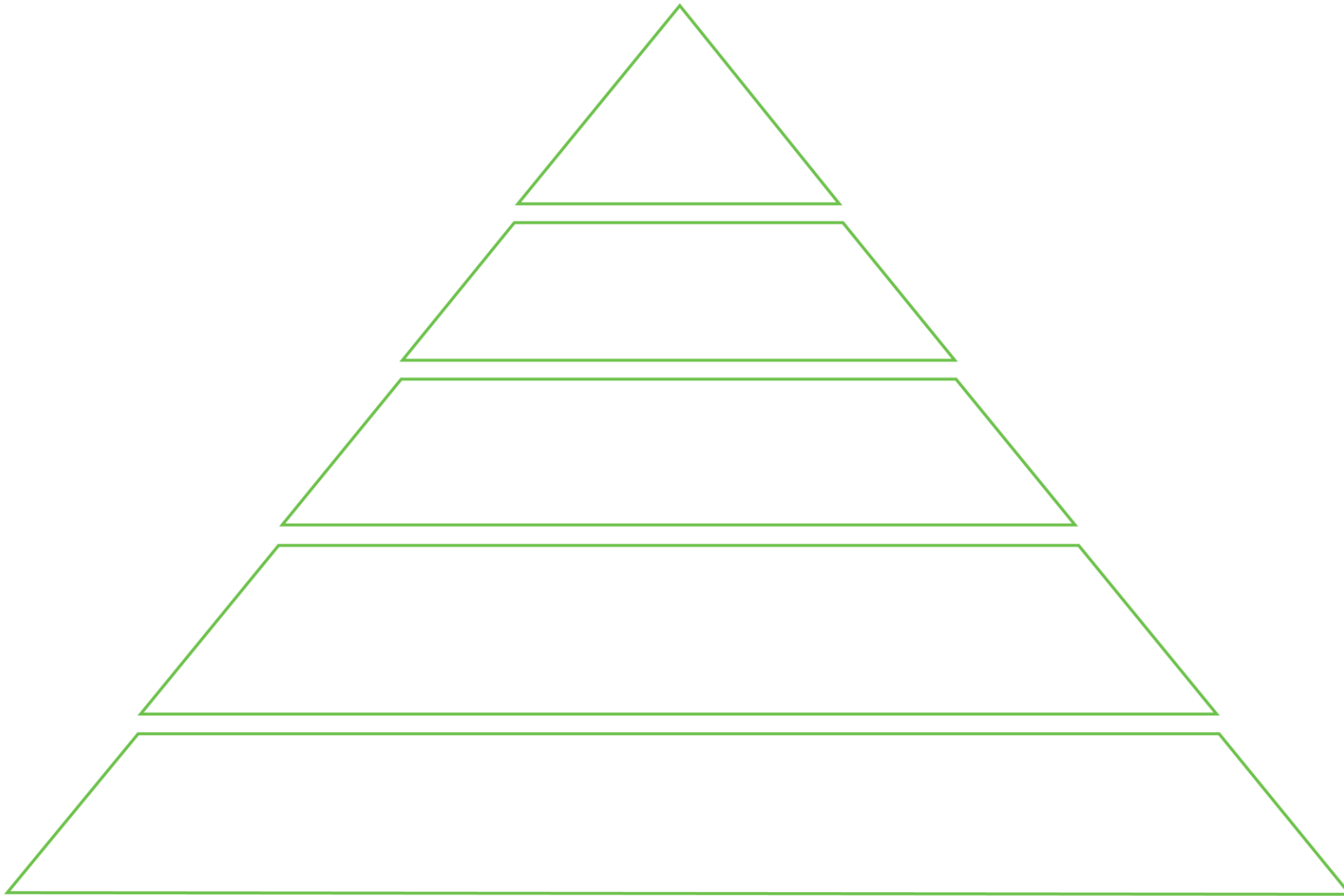
LOVE BEING DIFFERENT

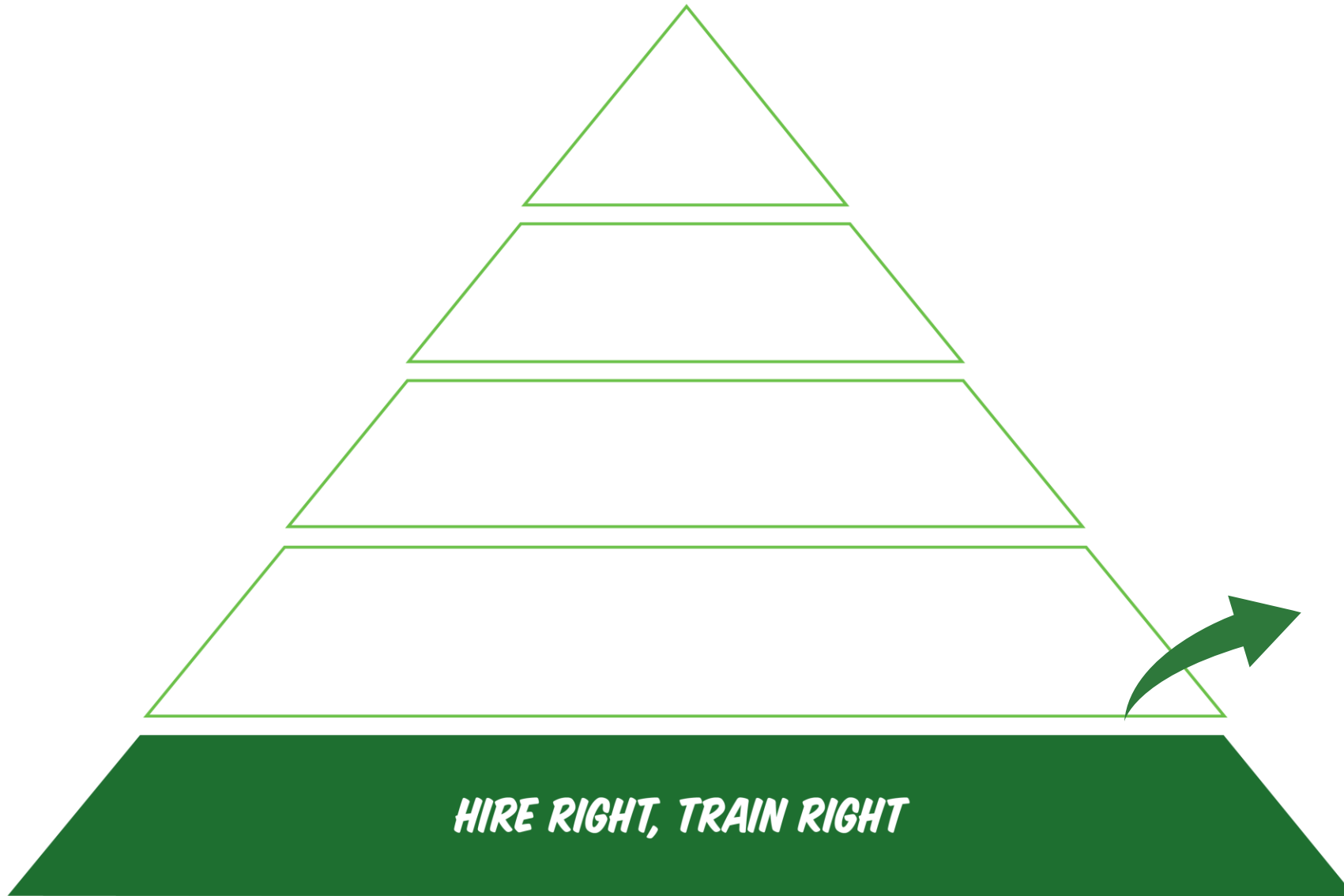
Our diverse team members and products create a unique experience for our customers.

Recommend an Item



FOUNDATION





HIRE RIGHT, TRAIN RIGHT

Clerk, Specialty & ADM Interview Guide
Interview with Core Manager & Supervising Department Manager

Interviewer 1:
Interview using Guide

Interviewer 2:
Department Tour

Both Interviewers:
Review & Score

Interview Questions with Interviewer 1

Experience and Background

- Tell me about your work background.
- Why are you interested in this position?

Customer Focus (Choose 1)

- Think about a time you received excellent customer service in a retail setting. Tell me about that experience and how you could apply what you learned in this role?
- A customer asks for help looking for an item, they say it is their first time in our store. How do you assist them?

Communication (Choose 1)

- Think of your favorite food. Explain it to me and try to convince me I should try it.
- What would you do if assigned a task you did not know how to complete?

Positive Approach (Choose 1)

- What is something unique that you would bring to this position if selected?
- Can you provide an example a time when you went above and beyond to show care for a customer or fellow coworker?

Driving for Results (Choose 1)

- Describe a situation where you:
- How did you work with people?
- If a customer asked you for a response?

Availability & Compensation

- What pay are you seeking for?

Candidate Availability		
Monday	Tuesday	Wednesday

Available for overnights? Yes No

CASHIER: ONBOARDING AND TOP SKILLS

INSTRUCTIONS

TM: Over the next 2 weeks, work with your Head Cashier to complete this as the final part of your onboarding.

DM: Teach your TM the following skills:

TOP SKILLS

- Cash handling- lane accountability
- Register functions/tenders
- Returns
- How to properly bag
- Alcohol sales
- Scan accuracy/CAO/produce identification

SPROUTS ACADEMY

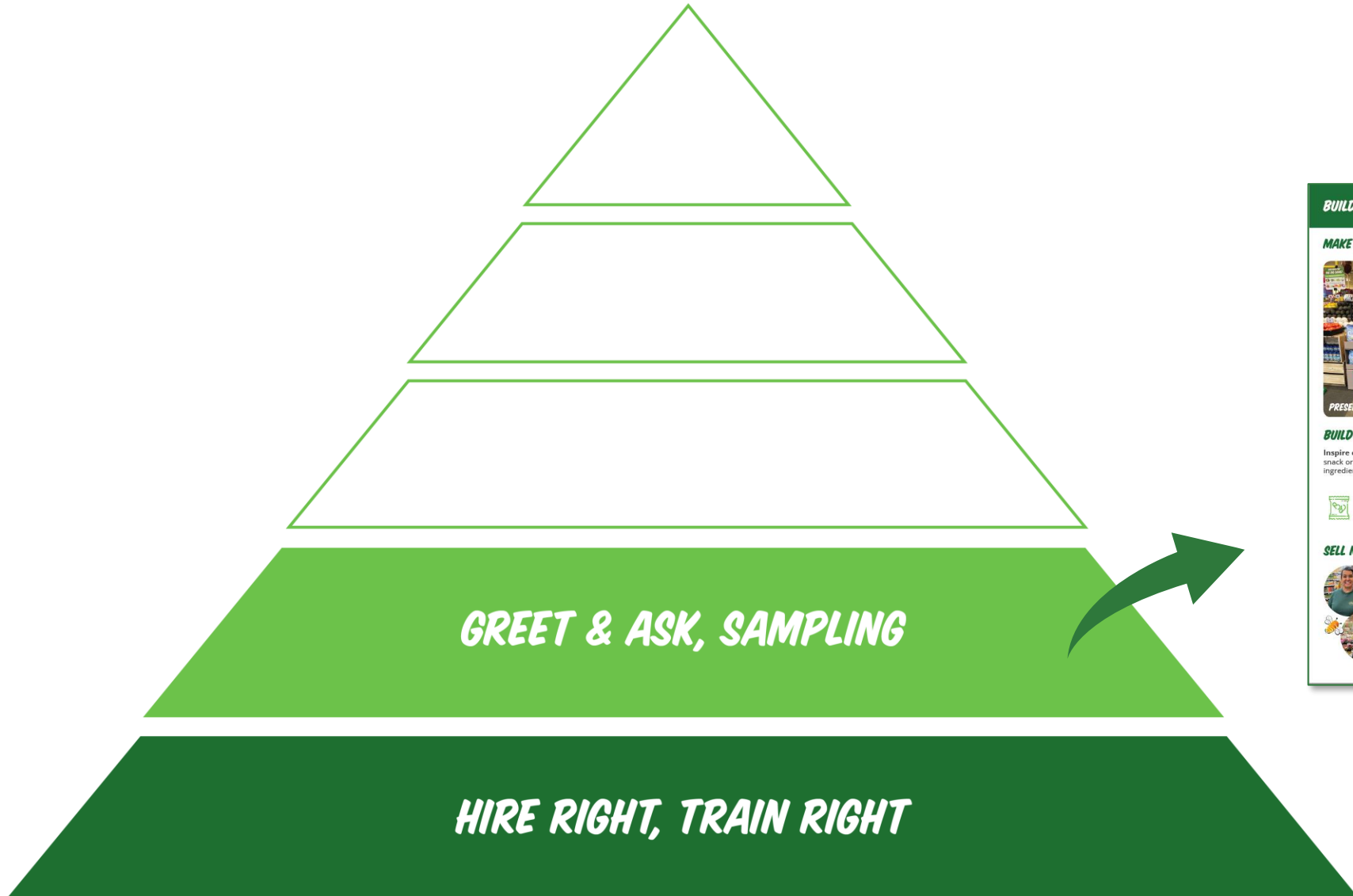
- Complete liquor sales requirements for your jurisdiction
- Review all department specific Educate & Enrich (E&E) modules
- Complete department specific Sprouts Academy modules
- Complete "See One—Do One" assignments from modules
- Complete the Onboarding Survey in Sprouts Academy

Team Member Signature: _____

On-the-job Trainer Signature: _____

Assistant Store Manager: _____

*Please bring your signed card back to your AC. They will scan it into your personnel file.



BUILD A CULTURE OF SAMPLING SPROUTS
FARMERS MARKET

MAKE YOUR DISPLAY SPECIAL



SAMPLING DISPLAY CHECKLIST

- Display plenty of product to sell
- Post correct product pricing signage (as well as allergen signage if applicable)
- Follow food safety guidelines for proper holding temperatures and temperature tracking
- Stack shopping baskets next to display to encourage sales
- Have hand sanitizer available for customers
- Have trash can available for customers

PRESENTATION MATTERS!

Food Handler Card required.
Visit the Food Safety Sharepoint page to review the most current "Sampling Event Instructions" for more detailed food safety information.

BUILD THE BASKET

Inspire customers, get creative! Create a snack or meal recommendation and have the ingredients nearby to increase sales.



TIPS TO INCREASE BASKET SIZE

1. Create a one-stop shop. Have every ingredient you need for your recommendation nearby.
2. Leverage ongoing promotions and sales.
3. Recommend Sprouts Brand products whenever possible.
4. Pick a sales goal with your Manager before starting. Celebrate with your Manager at the end of your shift on how much you sold!

SELL NATURALLY

Positive customer experiences start with you. Have fun with it and make it your own!



1. Be proactive. Greet and ask every customer if they would like to try a sample.
2. Be yourself. Ask open-ended questions and use your

GREET & ASK - EVERY CUSTOMER!

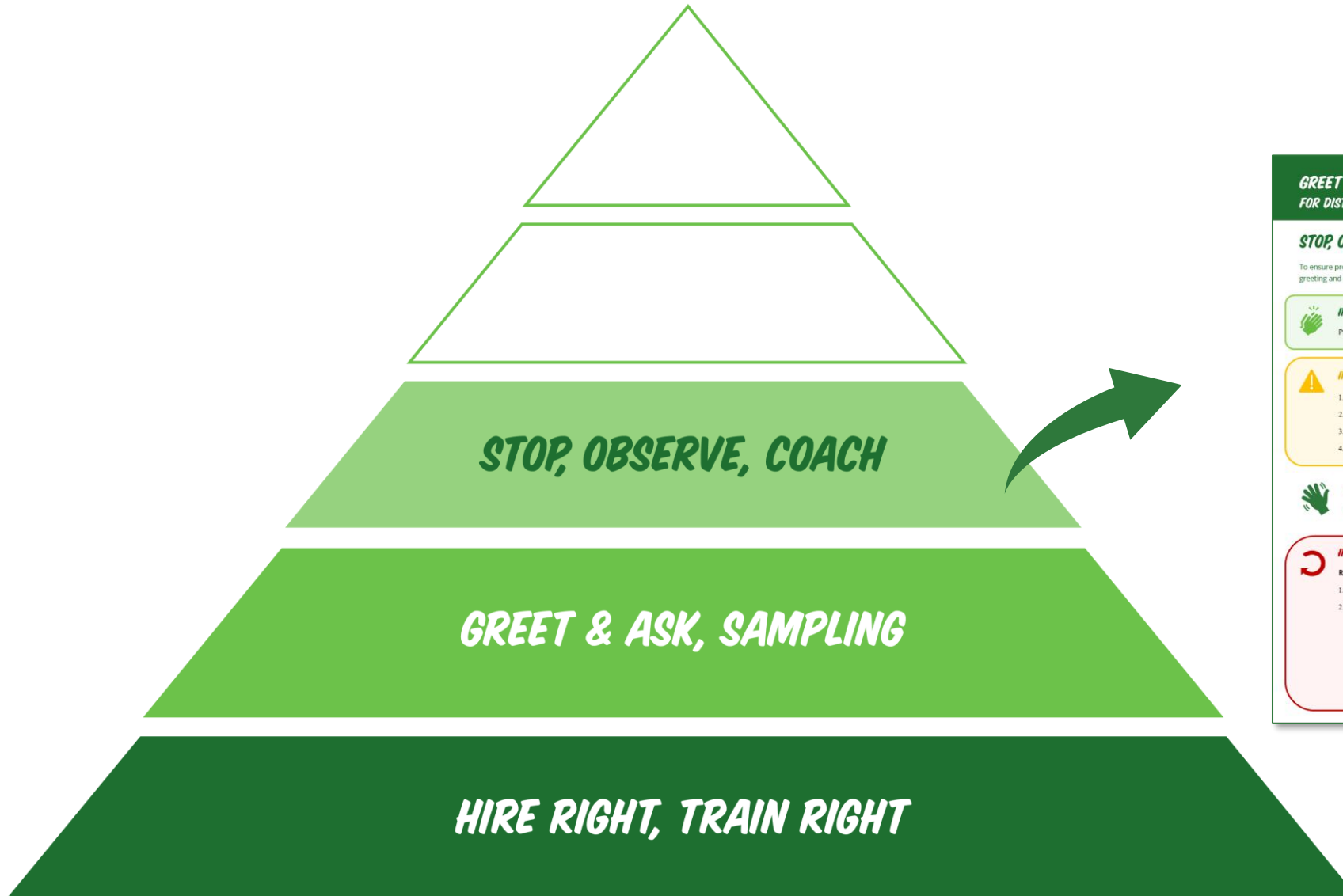
----- *Be yourself, have fun, & make it your own!* -----

"Hello! Welcome to Sprouts. How can I help you?"

"Welcome! What's for dinner tonight?"

"Hi! I don't know what you're looking for, but I'm sure I can help you find it."

Challenge: Keep score on the back. When leadership asks if you Greet & Ask, show them this card!



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!

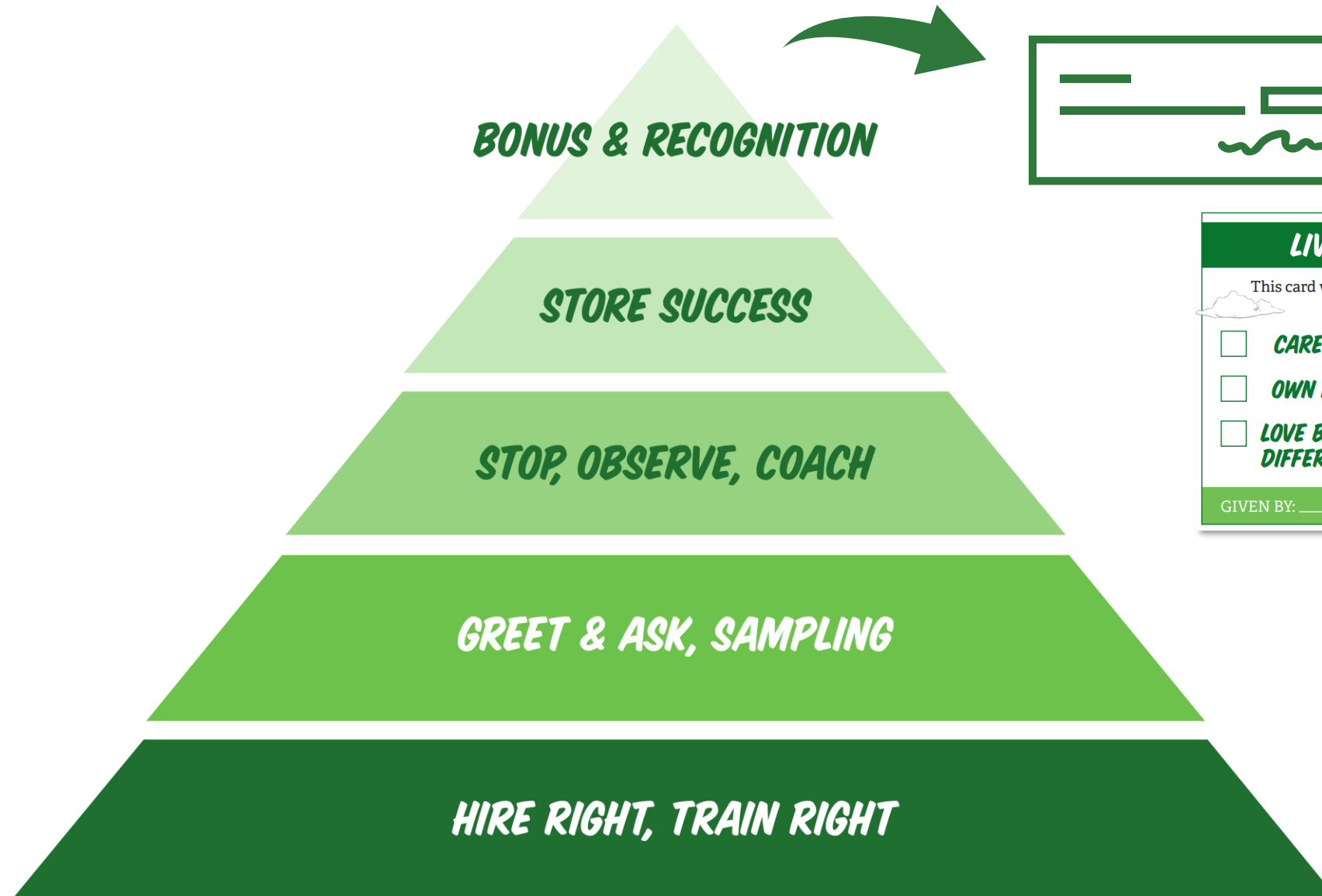
- Approach team members and ask if they are Greeting and Asking.
- Ask to see the score on their pocket card.
- Encourage team members to Greet and Ask every customer.
- Coach and model Greet and Ask.
- Follow-up with team member.

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.





LIVING OUR VALUES

This card was given to _____
for living our values.

CARE _____

OWN IT _____

LOVE BEING DIFFERENT _____

GIVEN BY: _____ DATE: _____

SURVEY DATA SHOWS THAT MORE THAN 30% OF THE TIME CUSTOMERS PURCHASE THE ITEM BEING RECOMMENDED OR SAMPLED

- Hire right, Train Right
- Coach ambassador to deliver a Unique, Friendly Experience
- Set sales goals, follow up & Celebrate



THERE IS A DIRECT CORRELATION BETWEEN CUSTOMER SERVICE, SAMPLING, CSAT, AND SALES COMPS



TOP PERFORMANCE

STORE	Movement	CSAT	HOURS
226	699	91	28
254	610	95.4	28
438	480	94.1	25
812	474	93.9	27
35	332	96.4	27

TORTILLA CHIPS
CHILI LIME

BOTTOM PERFORMANCE

STORE	Movement	CSAT	HOURS
X	103	89	0
X	49	75.8	0
X	29	85.8	3
X	8	87.5	0
X	4	89	0

DIRECT CORRELATION!

WHAT DO YOU WANT?

IT ALL STARTS WITH CUSTOMER SERVICE!



7 WEEKS!

Hilda Doushgounian
& Team **D43**
Riverside County, CA

“Most importantly, all managers **recognize when the sales ambassador achieved their goal** and when natural sampling is happening in the store.”



6 WEEKS!

Steven Jaeger
& Team **D41**
South San Diego, CA

“Our exceptional district Sales Captain builds **relationships with Sales Ambassadors**, setting them up for success through **coaching** and support.”



3 WEEKS!

Michelle Colgrove
& Team **D46**
North Phoenix, AZ

“Every day, our district Sales Captain provides an update to the team, along with **recognition for performance weekly and quarterly.**”



Billy Saunders
& Team #812
Oklahoma City, OK

“We set goals and develop a culture of selling with **the right person as the Sales Ambassador.** We include all team members in the goals and results, **rewarding the team** when we achieve them.”



Sevilla Burns
& Team #226
San Diego, CA

“**Hiring the right person** is key for sampling event success. Our Sales Ambassador loves to engage with customers and takes the initiative to learn more about the products.”



Scott Her
& Team #314
Denver, CO

“**Hire the right person** for the right role. We look for someone who is engages customers and has the competitive spirit and drive to reach stretch goals.”

MAKE IT MEMORABLE

OUR CUSTOMERS WANT TO BE GREETED



STORES

% Greeted	
96.5	
95.5	
92.7	
90.6	

DISTRICT

% Greeted	
93.8	
91.9	
91.7	
91.0	

IT ALL STARTS WITH CUSTOMER SERVICE!



Hilda Doushgounian
& Team **D43**
Riverside County, CA

“We listened to our customers and identified how we could genuinely help. Managers observe interactions, recognize good behaviors, and give one or two adjustments to improve future interactions. Role plays were used immediately after an observation, during huddles and during Manager Meetings.”



Kendra Shaw
& Team **D2**
Orlando, Jacksonville, FL

“Leadership starts at the top and when the team members recognize their managers “greeting and asking”, that ask is then trickled down to the team members and makes it a total store success.”



Michelle Colgrove
& Team **D46**
North Phoenix, AZ

“Ensure we greet with sincerity, a smile, and make eye contact. Our Service Champion does an extraordinary job of keeping our district results at the forefront and offers ideas to keep our teams motivated to continuously improve upon building those relationships with our customers.”



Steven Knott
& Team **#645**
Bradenton, FL

“In one of my recent huddles, I asked the team why do they think we are successful on customer greeting? They responded simply with ‘We lead with our value of Care.’”



Christine Allen
& Team **#447**
Moreno Valley, CA

“Through recognition, appreciation and a few laughs, our team and our customers enjoy coming back day after day. The team loves how we empower them to share their personal experiences and knowledge of our products with the Greet and Ask Program.”



Joe R. Martinez
& Team **#646**
Apopka, FL

“We stop to recognize team members for outstanding customer service and going above and beyond when helping customers. As a store we focus on ensuring our customers are sincerely welcomed when they enter the store, asked if there is anything we can help them find.”

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FARMERS MARKET

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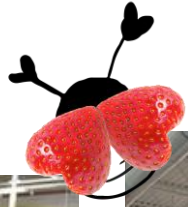
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STOP
OBSERVE
COACH

EMBRACE COACHING & DEVELOPING OTHERS



EMBRACE COACHING & DEVELOPING OTHERS



1



STRENGTHEN YOUR FOUNDATION

2



CONTINUE THE MOVEMENT

3



CONTINUE TO COACH AND DEVELOP YOUR TEAM





THANK YOU!

