

SOC COACHING CARD NAME: _____ DATE: _____

STOP GO to the sales floor — **SELECT** a team member — **WATCH** the interaction

- OBSERVE**
- | | |
|---|--|
| <input type="radio"/> Make eye contact | <input type="radio"/> Suggest an item/offer a sample |
| Did they... <input type="radio"/> Acknowledge the customer | <input type="radio"/> Say parting comment |
| <input type="radio"/> Greet & Ask the customer | <input type="radio"/> Other: _____ |

COACH Follow these steps to deliver feedback and develop team members.

- In a positive tone, invite the team member to have a coaching conversation.
- Start by celebrating strengths **“What I appreciate about you is _____.”**
Then deliver feedback **“AND I feel you could be even more effective if _____.”**
- Ask open ended questions to invite the team member to come up with solutions.
For example: **“What are some things you can do to engage customers?”**
- Share how customer service impacts the customer’s experience.
- Agree on next steps, offer support, then close the conversation on a positive note.

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