

1

ESTABLISH EXPECTATIONS

- One-day, in-person, Manager workshop to guide them through the whole process (a "Train The Trainer" program).
- President or Senior Store Management sends out a message on consistency expectations.
- Senior Management sends out monthly expectations for positive changes to be implemented in that particular month;
- Sample Deployment Schedule: Week 1: Start Module; Week 2: Submit Goals; Week 3: Managers Conduct One-on-One Meetings; and Week 4: Team Meeting for Staff Who Have Completed Weeks 1-3.

2

COMPLETE MODULES

- Counter Person completes individual course modules and, upon completion, shares goals with Managers.
- During the course, Senior Management sends out consistent positive messages to all course participants, sharing successes and changes that have been reported by Managers from their stores.
- Management sets specific time frames for module completion.
- Excel Sales Consulting conducts follow up webinars after each module with Senior Management.

3

GOAL REVIEW & COACHING SESSIONS

- Managers review goals with Counter Person and conducts one on one coaching sessions.
- Excel Sales Consulting reviews progress reports with Management.
- Managements seeks continual feedback from Counter Staff.
- Management ensures review and implementation of store consistency checklist after each module.

4

ASSESSMENTS

- Managers hold team meeting specifically for module with all counter staff that have completed module and had one on one coaching session.
- Excel Sales Consulting assesses individual Manager's activity (coaching activities, team meetings, store goals).
- Management observes behavioral changes at the store level.
- Management follows up to ensure goals are set and followed through.

5

RESULTS & FOLLOW UP

- Implement store goals and monitor internal store behavioral changes and collaborate with Excel Sales Consulting on results and challenges.
- Excel Sales Consulting does follow up webinars with Managers who have completed the Manager Workshop and provide an environment to share results, challenges and opportunities.
- Excel Sales Consulting provides completion checklists, and electronic tracking mechanisms to Management after modules have been completed.