

Gold Star Game Plan

Here's your Gold Star Game Plan for creating a great customer service culture. If you don't do anything else, do these things:

1. Clarify & Communicate Your Customer Service Philosophy

Pick the philosophies you would like to adopt as the foundation of your customer service pyramid and communicate them to your team. This is the beginning of creating an excellent customer service culture.

2. Review & Revamp Your Policies

Rate each of your policies on the "WWMCW" scale. Change the ones that punish the many for the bad behavior of the few. Eliminate all unnecessary policies.

3. Create an Awesome Employee Training Program

Build a training program so that every employee knows exactly how to create a fantastic experience for every customer. The clarity, consistency, and confidence this step gives your staff is crucial.

4. Audit Your "Moments of Truth"

Use the Customer Experience Audit Form to find the hidden moments where your customers may experience "road bumps" during their visit to your store.

5. Put A Secret Shopper Program In Place

Expect, but also inspect. You must not only set the standards and systems to deliver a great customer experience, you must also check to make sure it's happening on the floor, every day, even when you're not around.

The quickest and easiest step to take is #2. You can change any unfriendly policies with the stroke of your pen and some clear communication to your employees.

The longest lasting step is #3. A great training program will be the bedrock of your customer service culture for many, many years.

The deepest step is #1. It may require some serious introspection and deep personal change, but it will be worth it.

Good Luck and Have Fun!

MORE MONEY. BETTER LIFE.

Discover everything you need to make you more money in your retail business (or your money back!) with the...

Retail Mastery System

The Retail Mastery System is the easiest, fastest, and best way to master all **ELEVEN Critical Retail Skills**:

- **Staff Development** (Hire, manage, and lead your team)
- **Marketing** (Drive tons of customers into your store)
- **Customer Service** (Create a customer-focused culture in your store)
- **Digital Marketing** (Leverage the power of the internet to attract more customers)
- **Selling** (Increase sales and improve service)
- **Store Operations** (Make your store run on rails, even if you're not around)
- **Visual Merchandising** (Design and display to sell more merchandise)
- **Inventory Management** (Buy smart to put more money in the bank)
- **Assortment Planning** (Pick products to keep your customers buying)
- **Financial Management** (Basic retail math and financial reports)
- **Personal Business Skills** (Get more done and have more fun)

Each module includes...

Video Lessons, Audio Tracks, Sample Forms, Checklists, Templates, Spreadsheets, Recommended Resources and Complete Books on each topic.

Learn more at www.RetailMasterySystem.com or call 800.842.1660



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