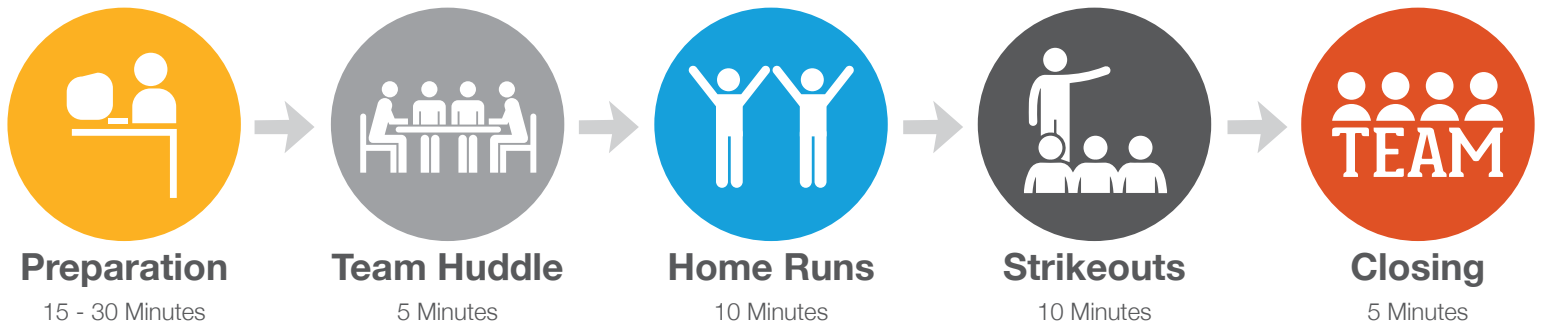


# Game Plan - Coaching Guide

The purpose of a GamePlan Coaching Meeting is to use a recent mystery shop to improve customer service and sales. This outline will provide you with a framework that you can use to praise positive employee behaviors, acknowledge opportunities for growth, and re-train any behaviors that need improvement.

## Meeting Outline



## Steps For Effective Coaching



### 1. Preparation

**Review** the most recent shop beforehand

**Identify** and document the biggest success and most important opportunity in your online GamePlan.

**Distribute** a copy of the shop to each team member at least two days before your GamePlan review.

*You can either provide a copy to each person or post a printed copy in a common area.*

**Black out** any team member names if the shop score is low.



### 2. Team Huddle: Introduction & Overview

**Gather** your team members in a common area, explain that the session will last approximate 30 minutes.

**Focus** your session on sales and customer service from your most recent mystery shop.

**Encourage** your team to ask "What could we do differently or better?" rather than offering criticisms.



### 3. Home Runs: What We Got Right

#### Part I: Manager Guided Discussion, Employee Responses

In a group discussion facilitated by you, employees share what they think the biggest successes of the shop were and any other positive comments about the review.

#### Discussion Questions

*"If you were the customer, based on this shop, what would make you want to come back again?"*

*"Can you give me an example of how you have displayed this behavior in the past 7 days?"*

*"When can we use this behavior to 'Wow' our customers?"*

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## 3. Home Runs: What We Got Right

### Part II: Manager's Prepared Responses

**Share** what you believe are the biggest successes and identify the one that you think is the most important. Be sure to explain why you think it is important.

**Praise** any employees in the meeting who you have seen personally exhibiting this behavior over the past week, giving specific examples and explaining how you noticed it improving the customer's experience.

**Thank** team members for sharing their responses and committing to continuing this behavior.



## 4. Strikeouts: Missed Opportunities

### Part I: Manager Guided Discussion, Employee Responses

In a group discussion facilitated by you, employees share what they think the biggest opportunity for improvement is from the evaluation.

#### Discussion Questions

*"Looking at all this information, where do you think we could improve the most?"*

*"Can you think of an opportunity that you missed to display this behavior in the past week?"*

*"What are some barriers or roadblocks that stop us from displaying this behavior to every customer?"*

*"What can we do to fix them?"*

*"Do you feel comfortable with this behavior? Do you know how and when you are expected to apply it?"*

### Part II: Manager Prepared Responses

**Share** what you believe was the biggest opportunity for improvement from the shop.

**Explain** why this behavior is important to deliver to every customer.

### Part II: Optional Role Play

Role playing is a great tool for building understanding and confidence in your employees. If you notice you scored particularly low in a specific behavior, use this opportunity to quickly act it out to retrain your employees.



## 5. Closing

**Thank** your employees for their time. Let them know you appreciate their willingness to share and efforts to improve your customer's experience.

**Set a goal** for the behavior you want to see improved. For example, "By this time next week, I hope to see every single customer greeted as soon as they walk through the door."

**Explain** how and when you plan to follow up to make sure positive changes are made.

**Share** how you plan to adjust your own behavior to help your employees meet this improvement goal.