

# GAMEPLAN & COACHES' 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



**Preparation**  
15 - 30 Minutes



**Team Huddle**  
5 Minutes



**Home Runs**  
10 Minutes



**Coaching**  
10 Minutes



**Closing**  
5 Minutes

## 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?"*

## 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. Coaching: 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.