

Converting your wait staff or cashiers into SALESPEOPLE REAPING MORE REVENUE FROM EXISTING SOURCES

Tom Hurd, Executive Vice President



GAMECHANGER
ARN 2011 Revenue Conference & Exhibition
ARN 2011 REVENUE CONFERENCE & EXHIBITION

HIRING

- Clearly defined procedures
- Clearly defined requirements
 - **Relevant experience**
 - **Energy, motivation**
 - **People skills**
 - **Care about the customer**
- Do I want this person working for my competition?

TRAINING

- Initial training
 - Sets expectations
 - Teaches about products
 - Focuses on customer service
 - *Greet every customer*
 - *Don't be the "don't" guy or gal*
 - *Remember the Golden Rule*
 - *Ask for the sale*
- Product training **NEVER STOPS!**

INCENTIVES

- Monetary incentives
 - **Individual performance**
 - **Store performance**
- Manager incentives
 - **Store goals**
 - **Cash flow**
- Sales contests
- Spiffs

RECOGNITION

- Caught in the act – peer recognition
- Inter-Store Messaging for encouragement, recognition and advice
- Humor, communication, validation
- Path to professional growth

RESULTS

INDUSTRY AWARDS
EMPLOYEE SATISFACTION
PERFORMANCE

Low turnover

Low Shrink

Exceptional Sales

SUCCESS

