

Store/Branch Consistency and Best Practices Checklist

Use this Store Consistency Evaluation to assess areas in which you do well and those where you would like to improve. Check off either: Rarely, Sometimes, or Consistently for each statement below.

Customer Service Evaluation	Rarely	Sometimes	Consistently
The team is friendly, upbeat and polite to each other and with customers			
We avoid bickering with team members in front of customers			
We continually assess how we deal with customers and look for ways to improve			
We avoid prejudging customers and make an effort to treat everyone the same			
We acknowledge people quickly when they enter the store, even if we are busy			
We have positive body language			
We have a positive impression with customers. If things go wrong we are patient and willing to help			
We are enthusiastic and show genuine interest in helping people			
We are perceived as reliable, credible, and trustworthy by customers			
We have a professional image			
We have empathy for our customers			
We listen well			
We admit when we are wrong			
Communication/ Phone Skills			
Team members answer the phone by the 3 rd ring			
We maintain eye contact with customers at the counter when we have to take a call and thank them for waiting once the call is over			
We thank customers for waiting after we have put them on hold			
We answer the phone in a friendly and upbeat manner			
When a caller is looking for someone who is unavailable, we offer to take a message or help them ourselves			
We tend to rush customers over the phone			
We use a professional, company approved greeting when answering the phone			
We deal with stressful and difficult situations well and remain calm			
We think before reacting too quickly			
Organizational Skills			
The store counter and work stations are will organized and clean			
Team members establish daily objectives and write out daily prioritized to-do lists			
Team members manage and prioritize tasks effectively			
Team members are punctual, arriving 15 minutes before their shift starts			
Goal Setting			

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We make time to set collaborative store goals and consistently follow-up			
We continually assess sales and customer service skills and set goals for improvement			
We reach the goals we set			
Sales Process			
We involve customers in the decision process and don't presume to know what they need			
We offer at least one related add-on for every sale we make			
We seek information from customers to help solve their problems rather than just offering better options			
We summarize their needs before moving on to the new product presentation and closing stage			
We ask if we can ask a few questions and take notes to best assess their needs			
We use the customer's name when working through the sales process			
We are effective in slowing down rushed customers to make sure that we get the right information			
We offer the right products for the job based on the customer's needs			
We are thorough in getting the order done accurately and on time			
We know our competition			
Teamwork			
We have a strong commitment to teamwork and to keeping our customers satisfied as a team			
We are cooperative, open minded, and supportive during team meetings			
We are team players			
We communicate well as a team			