



Associate Monthly Coaching and Review

Associate: _____

DATE:	SALES TY MTD	GOAL \$ MTD VAR	% VAR GOAL	YTD GOAL \$	GOAL % YTD VAR	GOAL \$ YTD VAR		
	AVG SALE	ITEMS PER SALE	CREDIT %	APPS TAKEN	SHARED SALES	BRIDAL %	CUSTOM %	REPAIRS %
ASSOCIATE								
STORE								
DIFFERENCE +/-								

CATEGORIES	ASSOCIATE SCORING	MANAGER SCORING	COMMENTS
Hustle			
Teamwork			
1) Prepare			
2) Greet			
3) Show Merchandise			
4) Build Value			
5) Handle Objections			
6) Turnover			
7) Close the Sale			
8) Confirmations/Referrals			

7 Performance Factors

1. Skill/Knowledge 2. Capacity 3. Resources 4. Feedback 5. Internal Motivation 6. Consequences 7. Clear Expectations

