



Associate Monthly Coaching and Review

Associate: _____ Month: _____

	Sales	Stretch	Close Ratio	Avg Sale	Apps	Credit \$\$ SOB	Items Per Sale	Split Sales	Custom Program
Last Month Store									
Last Month Personal									
Plan									
Variance									

CATEGORIES	ASSOCIATE SCORING	MANAGER SCORING	COMMENTS
1) Ask Relationship Questions			
2) Set Your Stage			
3) Ask Selling Specific Questions			
4) Presentation or Turn Over			
5) Romance Beauty and Value			
6) Answer Technical - if needed			
7) Romance the Reason			
8) Price			
9) Close			
10) Add-On			
11) WOW			

7 Performance Factors

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

