

Associate: _____
 Rate the associate's performance of each behavior using the scale below. Remediate behaviors with ratings of 3 or below.
5 - Excellent ; 4 - Above Average; 3 - Average; 2 - Needs Improvement; 1 - Poor

Running the Business

Behavior	Rating
1. The associate can locate their alterations sales plan for this week, and identify whether the business will make or miss plan.	
2. The associate partners with the rest of the store team to increase their appointment build and help the business make plan.	
3. The associate can identify how many more appointments need to be booked for this week and next week.	
4. The associate reschedules no-show first-fitting appointments.	
5. The associate accommodates instant fittings and walk-ins when possible.	
6. The associate ensures all appointments—including instant fittings and walk-ins—are entered into the appointment booking software.	
7. The associate helps with special order pickup calls and pickups to get first-fitting appointments and instant fittings.	
8. The associate recommends Tuesdays and Thursdays first when booking first-fitting appointments.	
9. The associate addresses her appointment stalls and concerns in a supportive and understanding way.	
10. The associate can identify and calculate their average alterations ticket for any time frame.	
11. The associate can identify how to increase their average alterations ticket.	
12. The associate increases add-on sales by ensuring personalizations and add-on items are offered during consultations and fittings.	
13. The associate can identify actual sales from four (4) weeks ago, and how many matrix hours it has earned the business for this week.	
14. The associate can identify how many payroll hours have been used this week.	
15. The associate works with their store manager to adjust schedules to remain under payroll for the month and the quarter.	
16. The associate can identify their allowable hours for each week shown on the alterations dashboard.	
17. The associate can identify how many fitting hours the alterations business is estimated to earn this week and next week.	
18. The associate can identify key areas of strength and opportunities after reviewing customer service score cards and Yelp! online reviews.	
19. The associate can use the SOP manual to look up alterations policies and procedures.	

Building Winning Teams

Behavior	Rating
20. The associate can identify the 5 Steps of Leadership.	
21. The associate uses the SBI model to provide immediate feedback and quickly address behaviors that could potentially impact the customer service experience, in two (2) minutes or less.	
22. The associate uses the SBI model to recognize, reward, and reinforce desired associate behavior.	

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Building Winning Teams, *continued...*

Behavior	Rating
23. The associate clearly communicates the behaviors that were directly observed, when using the SBI coaching model.	
24. The associate asks open-ended questions after delivering feedback, when using the SBI coaching model.	
25. The associate asks for permission before giving feedback, when using the SBI coaching model.	
26. The associate can identify five (5) businesses or networking opportunities to recruit alterations specialists.	
27. The associate demonstrates a recruiting interaction.	

Store Support

Behavior	Rating
28. The associate works the welcome desk independently for at least thirty (30) minutes.	
29. The associate answers the phone using the proper greeting.	
30. The associate converts incoming phone calls into appointments.	
31. The associate sets expectations when placing the customer on hold.	
32. The associate works the cash wrap independently for at least thirty (30) minutes.	
33. The associate uses the cash register or myCustomers app to ring up alterations services and merchandise sales.	

On the Sales Floor

Behavior	Rating
34. The associate prepares his or her team before spending time on the sales floor, in order to minimize distractions during floor time.	
35. The associate can identify appointment goals before spending time on the sales floor.	
36. The associate can identify peak times using the customer service chart, to know when to spend time on the sales floor.	
37. The associate introduces him or herself as the alterations manager to every customer while on the sales floor.	
38. The associate builds relationships with brides, and discusses fit and personalization options while on the sales floor.	
39. The associate helps the stylists to close sales by being available during the 60-75 minute mark of a bridal appointment.	
40. The associate focuses on bridal comeback appointments while spending time on the sales floor.	
41. The associate picks up on visual cues that could indicate an experience is going poorly, and steps in to assist when appropriate.	
42. The associate offers to schedule first-fitting appointments at the appropriate times to brides on the platform.	

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On the Sales Floor, *continued...*

Behavior	Rating
43. The associate connects with customers after their experience on the sales floor, and after their alterations appointments.	
44. The associate looks for opportunities to interact with each customer—not just those on the platform.	
45. The associate knows when the next customers are due to arrive for their alterations appointments.	
46. The associate knows the status of their work room, and whether their associates can accommodate an instant fitting or walk-in.	