

CUSTOMER FIRST SALES CULTURE

.....
Leader Execution Guide



Inside:

10 STEPS TO IMPLEMENT
IN YOUR STORE



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INTRODUCTION

Helpful is our foundation – we exist to help others and it’s at the root of everything we do. The retail landscape has changed, and we must continue to elevate the level of service we provide our customers to keep them coming back. And this can be achieved through a Customer First Sales Culture.

When you have a Customer First Sales Culture, customers will consistently see and feel how important they are to us. It’s about prioritizing our customers as our number one priority and consistently delivering WOW customer service.

OVERVIEW

It’s simple, we put our customers first in everything we do. This means:

Prioritizing Customers: Every customer interaction is an opportunity to build a relationship and keep them coming back.

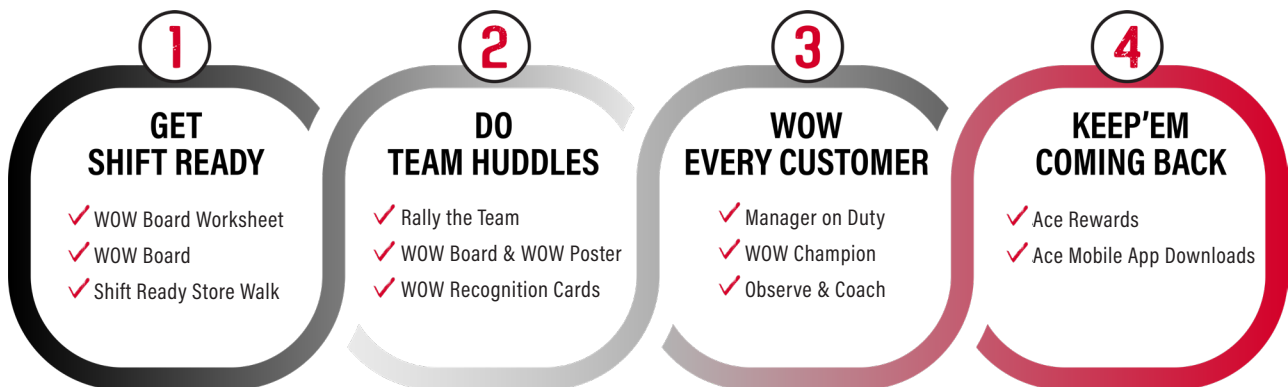
Delivering WOW Service: Greeting, assisting, and thanking every customer with enthusiasm and genuine care.

- What can I help you find today?
- Offer everything they need
- Warm thank you

Executing Daily & Monthly Disciplines: Implementing consistent practices to maintain our high customer service standards.



4 DAILY DISCIPLINES



MONTHLY DISCIPLINE – KEEP SCORE

- ✓ Review the monthly Sales Culture Scorecard to drive continuous improvement

ROLES AND RESPONSIBILITIES

A Customer First Sales Culture cannot be carried by one person – it requires commitment and a Helpful mindset by the entire team to make it happen.



Retailer/Owner

Set a "Customer First" Sales Culture expectation



Store Manager

Train the team and hold them accountable, lead by example



Manager on Duty (MOD)

Execute Daily Disciplines, lead by example, coach the team



Entire Team

Make customers #1 priority, provide WOW customer service

10 STEPS TO IMPLEMENT A CUSTOMER FIRST SALES CULTURE

Use the following as your checklist to driving a Customer First Sales Culture in your store. Additional details for each step can be found on the proceeding pages.

- 1.** Watch the [Customer First Sales Culture - It Starts With You](#) Webinar on Ace Learning Place (ALP)
- 2.** Read Leader Execution Guide
- 3.** Become a Customer First Sales Culture Expert – Complete *Driving a Customer First Sales Culture Manager Bundle* in ALP
- 4.** Prepare for Leadership Team Meeting
- 5.** Host Leadership Team Meeting
- 6.** Empower Your Leaders – Have Leadership complete *Driving a Customer First Sales Culture Manager Bundle* in ALP
- 7.** Kit arrives – Set up WOW Board, WOW Poster and Markers
- 8.** Inspire Your Team – Hold Associate Meeting
- 9.** Equip Your Team – Have Associates take Helpful and WOW training
- 10.** Begin Daily Disciplines and WOW Your Customers

STEPS TO IMPLEMENT A CUSTOMER FIRST SALES CULTURE IN YOUR STORE

1. Watch the [Customer First Sales Culture - It Starts With You](#) Webinar on Ace Learning Place (ALP)

Intended for store owners and store leaders, this webinar focuses on everything Customer First Sales Culture related – from what it is and why it’s important, to how to get started and what to do now to prepare for a successful rollout at your store.

2. Read Leader Execution Guide

This Leader Execution Guide provides everything you need to know about executing the Customer First Sales Culture in your store . This is your playbook to execute and set your team up for success – read it fully to ensure you understand how to execute it.



3. Become a Customer First Sales Culture Expert - Complete Driving a Customer First Sales Culture Manager Bundle in ALP

Owners should complete this course bundle *prior* to communicating and rolling the Customer First Sales Culture out to the rest of the team – this allows you to fully understand the new tools so you can cast the vision, get the team excited, and answer questions.

The manager bundle includes the following:

Training	What	Est. Seat Time
Welcome to the Helpful Place	The newly refreshed and shorter version of Helpful 101. It's the vision and purpose behind what it means to be Ace Helpful.	10 Minutes
WOW Every Customer	Foundational WOW training for associates – including an overview of WOW, why it's important, how to do it, and opportunities to practice WOW in action.	18 Minutes
Building a Customer First Sales Culture	Customer First Sales Culture and Daily Disciplines training for managers. Videos within this course are broken down as follows:	42 Minutes
	<div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; width: 30%; text-align: center;"> <p>DAILY DISCIPLINES OVERVIEW</p> <hr/> <p>Day in the Life</p> <p>Duration: 5 Minutes</p> </div> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; width: 30%; text-align: center;"> <p>GET SHIFT READY</p> <hr/> <p>Shift Ready Store Walk in ARMA</p> <p>Duration: 14 Minutes</p> </div> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; width: 30%; text-align: center;"> <p>DO TEAM HUDDLES</p> <hr/> <p>WOW Board</p> <p>Duration: 6 Minutes</p> </div> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; width: 30%; text-align: center;"> <p>WOW EVERY CUSTOMER</p> <hr/> <p>WOW Champion</p> <p>Duration: 9 Minutes</p> </div> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; width: 30%; text-align: center;"> <p>KEEP'EM COMING BACK</p> <hr/> <p>Ace Rewards & Mobile App</p> <p>Duration: 4 Minutes</p> </div> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; width: 30%; text-align: center;"> <p>KEEP SCORE</p> <hr/> <p>Monthly Sales Scorecard</p> <p>Duration: 4 Minutes</p> </div> </div>	

4

Prepare for Leadership Team Meeting

It's important that you communicate a Customer First Sales Culture to your leaders **before** the rest of the team. This will give them time to process the change prior to the rest of the store team so they can help build excitement and support others through the change. Decide on a Leadership Team Meeting date – communicate the high-level purpose of the meeting and schedule your team accordingly.

Leadership Meeting Date: _____

High-Level Meeting Purpose Example: We're going to be launching a Customer First Sales Culture – let's meet to talk about this initiative, roles and responsibilities, and plan for an All-Store Team Meeting where we'll officially roll it out to the rest of the team. Our future is bright and I'm excited for you all to be a part of it!

Review the *Leadership Meeting Agenda* below to see recommended speaking points and help you think through how you'll facilitate the meeting. Anticipate what questions your leadership team may have, and if necessary, add your own notes to the space provided under each topic's speaking points.

LEADERSHIP MEETING AGENDA

MAIN GOALS

- Inform the store leadership team of the Customer First Sales Culture.
- Communicate roles, responsibilities, and expectations.
- Discuss and plan for the All-Store Team Meeting.

PRIOR TO THE MEETING STARTING

- Assign store leaders the [Driving a Customer First Sales Culture Manager Bundle](#) in Ace Learning Place (ALP).
- Decide on a due date for the team to complete the manager bundle – add the date to the blank space provided in the “Expectations” agenda topic below for your easy reference.
- Determine the All-Store Team Meeting date (should be after store leaders complete manager bundle).
- Que up the Ace Sales Culture Introduction video so it's ready to play for the team. The video can be found on ACENET > Growth Drivers > Ace Initiatives > [Customer First Sales Culture](#).

Topic	Leadership Meeting Speaking Points
What & Why	<ul style="list-style-type: none"> ▪ We are going to be rolling out a Customer First Sales Culture. ▪ I'm excited because it's all about putting our customers first – they need to see and feel how important they are to us. ▪ Simply put, a Customer First Sales Culture means making customers the number one priority. ▪ Let's watch a short video that introduces the Customer First Sales Culture. [Show the Ace Sales Culture Introduction video: ACENET > Growth Drivers > Ace Initiatives > Customer First Sales Culture] <p><i>Additional Notes:</i></p>
What Does This Mean?	<ul style="list-style-type: none"> ▪ A Customer First Sales Culture will allow us to better prioritize our customers to make sure they are all receiving a WOW experience – from customer service to the store environment to the products on our shelves. ▪ The S.A.L.E.S. Process has been simplified and replaced with WOW, so we can focus on the 3 most important things during every customer interaction: <ul style="list-style-type: none"> ▪ What can I help you find today? ▪ Offer everything they need ▪ Warm thank you ▪ We'll begin to phase out S.A.L.E.S. immediately and shift to the much simpler WOW strategy. ▪ And as a management team, there are going to be a few new things we'll be doing to ultimately make our days go smoother and drive a Customer First Sales Culture. We'll begin executing 4 daily disciplines: <ul style="list-style-type: none"> ▪ #1 Get Shift Ready where we'll prepare the store and team for the day. ▪ #2 Do Team Huddles where we'll rally the team around sales and customer service goals. ▪ #3 WOW Every Customer where we'll do just that – we'll ensure the team is making customers the #1 priority and WOWing them every time. ▪ And #4 Keep 'em Coming Back where we'll make Ace Rewards a focus – scan rate and Ace mobile app downloads. ▪ We'll also Keep Score with the new monthly Sales Culture Scorecard. We'll be reviewing this together every month to see how well we're executing a Customer First Sales Culture – that way we can shift our focuses as needed and celebrate the things we're doing well. ▪ Yes, it's going to be some change for all of us up front – in the end, it's all about our customers and how we can level up the Helpful service we're known for. <p><i>Additional Notes:</i></p>
Roles & Responsibilities	<ul style="list-style-type: none"> ▪ As leaders we need to ensure we're aligned so that we can lead the charge with the rest of the team. ▪ We need to stay positive and help the rest of the team through the change. ▪ We need to take the training and ask clarifying questions to ensure that we truly understand a Customer First Sales Culture, how to execute it, and how to support the rest of the team. ▪ Bottom line, a Customer First Sales Culture cannot happen without you all and your leadership. <p><i>Additional Notes:</i></p>

Topic	Leadership Meeting Speaking Points
Expectations	<ul style="list-style-type: none"> ▪ To start, everyone will receive training to ensure we're all set up for success: <ul style="list-style-type: none"> ▪ You have all been assigned the Customer First Sales Culture Manager Bundle in ALP. ▪ It will take a little over an hour to complete. Please be sure to complete it by _____. ▪ To drive a Customer First Sales Culture, I expect all of you to consistently: <ul style="list-style-type: none"> ▪ Make customers the number one priority – this means tasking is secondary to helping our customers. ▪ Provide a WOW experience to every customer – this means leading by example and holding the team accountable to WOW. ▪ Execute daily and monthly disciplines – as a leadership team, we'll need to keep each other in check and ensure we're holding each other accountable as well. ▪ Once you've taken the training, these will make a lot more sense...and I'm excited for you to see the new tools to help us build a Customer First Sales Culture. <p><i>Additional Notes:</i></p>
All Store Team Meeting	<ul style="list-style-type: none"> ▪ The purpose of the All-Store Team meeting is to communicate the Customer First Sales Culture to the rest of the team. ▪ It will take place on _____, after you all have completed your initial training on ALP. ▪ I will lead the meeting and will need all your support to help get the team excited and ready to WOW customers. ▪ The team will be taking training as well so they can learn how to WOW our customers. <p><i>Additional Notes:</i></p>
Change Management	<ul style="list-style-type: none"> ▪ This is not only a change for us, but it will also be a change for our associates – as a leadership team, we have to be positive and supportive to help the rest of the team through the change. ▪ We need to make sure we're aligned and following the right behaviors to model this for our team – let's make sure we're aligned and that we talk about it. ▪ What questions do you have? ▪ What are some anticipated roadblocks or obstacles we might encounter from the team? How can we overcome them? <p><i>Additional Notes:</i></p>
Next Steps	<ul style="list-style-type: none"> ▪ Take the Customer First Sales Culture Manager Bundle in ALP. ▪ We'll also be practicing some of the daily disciplines together as a management team – filling out the WOW Board, completing a Shift Ready Store Walk, and doing a team huddle. These will all make a lot more sense after you've completed the manager bundle, but even more so when we walk through them together. ▪ Follow up with me regarding any questions you have about a Customer First Sales Culture or how we'll roll this out to the team. ▪ Attend the All-Store Team Meeting. ▪ What questions do you have? <p><i>Additional Notes:</i></p>

5. Host Leadership Team Meeting

Use the *Leadership Meeting Agenda* to keep the meeting focused and efficient. You'll review:

- What a Customer First Sales Culture is and why it's important
- What it means for the store and team
- Roles, responsibilities, and expectations for rolling out and driving a Customer First Sales Culture
- Plans for an All-Store Team Meeting
- Next steps

6. Empower Your Leaders - Have Leadership Complete *Driving a Customer First Sales Culture Manager Bundle* in ALP

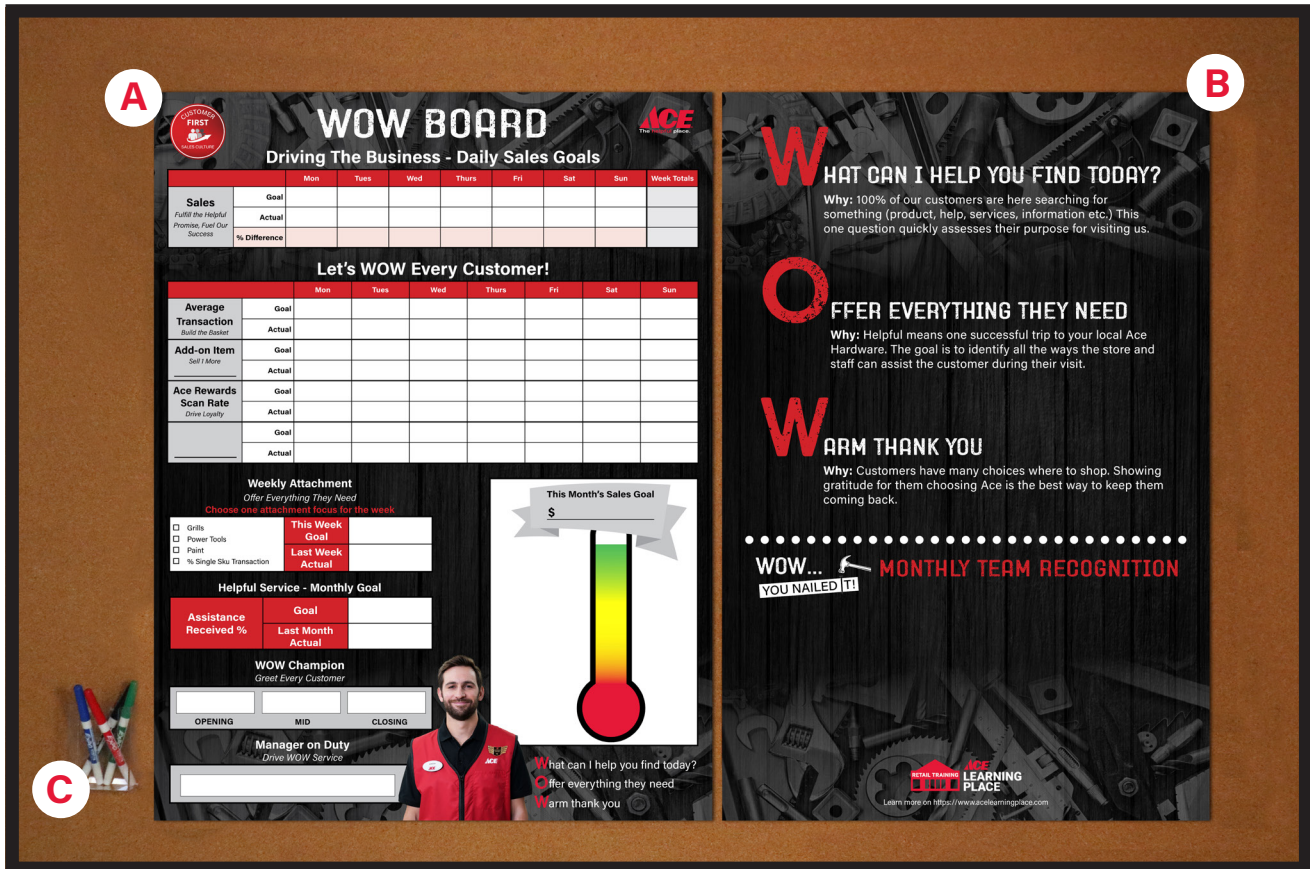
Store managers and leaders should go through the manager training bundle to ensure they understand the process fully, why it's important, expectations, how to execute, and how to hold the team accountable.



7

Kit Arrives – Set up WOW Board, WOW Poster and Markers

- Congratulations, your kit has officially arrived! Unpack it and post the materials in your break room (or another location out of customer view and in an area where associates keep it top-of-mind). Set to the following planogram:



Item	
A	WOW Board
B	WOW Poster
C	Marker holder & Markers

Additional items included in kit:

- The printed copy of the Leader Execution Guide is for your reference – make notes, use it to train the team, refer to it often as your team’s Customer First Sales Culture comes to fruition.
- WOW Recognition Cards should be stored in a safe place in which all managers are aware of and can easily access to give timely WOW recognition.

Note: The Customer First Sales Culture Kit (#122024) can be ordered through Ace Marketing Muscle. Replacement packs of markers (#9247867) can be ordered from the RSC.



WOW BOARD

Driving The Business - Daily Sales Goals

State	Goal	Actual	Gap	Target	Actual	Gap	Target	Actual	Gap
CA	\$1,100	\$1,050	-\$50	\$1,100	\$1,050	-\$50	\$1,100	\$1,050	-\$50
TX	\$1,200	\$1,150	-\$50	\$1,200	\$1,150	-\$50	\$1,200	\$1,150	-\$50
FL	\$1,300	\$1,250	-\$50	\$1,300	\$1,250	-\$50	\$1,300	\$1,250	-\$50
WA	\$1,400	\$1,350	-\$50	\$1,400	\$1,350	-\$50	\$1,400	\$1,350	-\$50
MI	\$1,500	\$1,450	-\$50	\$1,500	\$1,450	-\$50	\$1,500	\$1,450	-\$50
IL	\$1,600	\$1,550	-\$50	\$1,600	\$1,550	-\$50	\$1,600	\$1,550	-\$50
OH	\$1,700	\$1,650	-\$50	\$1,700	\$1,650	-\$50	\$1,700	\$1,650	-\$50
PA	\$1,800	\$1,750	-\$50	\$1,800	\$1,750	-\$50	\$1,800	\$1,750	-\$50
NY	\$1,900	\$1,850	-\$50	\$1,900	\$1,850	-\$50	\$1,900	\$1,850	-\$50
NC	\$2,000	\$1,950	-\$50	\$2,000	\$1,950	-\$50	\$2,000	\$1,950	-\$50
GA	\$2,100	\$2,050	-\$50	\$2,100	\$2,050	-\$50	\$2,100	\$2,050	-\$50
SC	\$2,200	\$2,150	-\$50	\$2,200	\$2,150	-\$50	\$2,200	\$2,150	-\$50
LA	\$2,300	\$2,250	-\$50	\$2,300	\$2,250	-\$50	\$2,300	\$2,250	-\$50
AL	\$2,400	\$2,350	-\$50	\$2,400	\$2,350	-\$50	\$2,400	\$2,350	-\$50
MS	\$2,500	\$2,450	-\$50	\$2,500	\$2,450	-\$50	\$2,500	\$2,450	-\$50
AR	\$2,600	\$2,550	-\$50	\$2,600	\$2,550	-\$50	\$2,600	\$2,550	-\$50
OK	\$2,700	\$2,650	-\$50	\$2,700	\$2,650	-\$50	\$2,700	\$2,650	-\$50
MO	\$2,800	\$2,750	-\$50	\$2,800	\$2,750	-\$50	\$2,800	\$2,750	-\$50
IA	\$2,900	\$2,850	-\$50	\$2,900	\$2,850	-\$50	\$2,900	\$2,850	-\$50
ND	\$3,000	\$2,950	-\$50	\$3,000	\$2,950	-\$50	\$3,000	\$2,950	-\$50
SD	\$3,100	\$3,050	-\$50	\$3,100	\$3,050	-\$50	\$3,100	\$3,050	-\$50
WY	\$3,200	\$3,150	-\$50	\$3,200	\$3,150	-\$50	\$3,200	\$3,150	-\$50
MT	\$3,300	\$3,250	-\$50	\$3,300	\$3,250	-\$50	\$3,300	\$3,250	-\$50
NE	\$3,400	\$3,350	-\$50	\$3,400	\$3,350	-\$50	\$3,400	\$3,350	-\$50
KS	\$3,500	\$3,450	-\$50	\$3,500	\$3,450	-\$50	\$3,500	\$3,450	-\$50
WV	\$3,600	\$3,550	-\$50	\$3,600	\$3,550	-\$50	\$3,600	\$3,550	-\$50
DE	\$3,700	\$3,650	-\$50	\$3,700	\$3,650	-\$50	\$3,700	\$3,650	-\$50
MD	\$3,800	\$3,750	-\$50	\$3,800	\$3,750	-\$50	\$3,800	\$3,750	-\$50
VA	\$3,900	\$3,850	-\$50	\$3,900	\$3,850	-\$50	\$3,900	\$3,850	-\$50
DC	\$4,000	\$3,950	-\$50	\$4,000	\$3,950	-\$50	\$4,000	\$3,950	-\$50
MA	\$4,100	\$4,050	-\$50	\$4,100	\$4,050	-\$50	\$4,100	\$4,050	-\$50
RI	\$4,200	\$4,150	-\$50	\$4,200	\$4,150	-\$50	\$4,200	\$4,150	-\$50
CT	\$4,300	\$4,250	-\$50	\$4,300	\$4,250	-\$50	\$4,300	\$4,250	-\$50
NY	\$4,400	\$4,350	-\$50	\$4,400	\$4,350	-\$50	\$4,400	\$4,350	-\$50
VT	\$4,500	\$4,450	-\$50	\$4,500	\$4,450	-\$50	\$4,500	\$4,450	-\$50
NH	\$4,600	\$4,550	-\$50	\$4,600	\$4,550	-\$50	\$4,600	\$4,550	-\$50
ME	\$4,700	\$4,650	-\$50	\$4,700	\$4,650	-\$50	\$4,700	\$4,650	-\$50
AK	\$4,800	\$4,750	-\$50	\$4,800	\$4,750	-\$50	\$4,800	\$4,750	-\$50
AZ	\$4,900	\$4,850	-\$50	\$4,900	\$4,850	-\$50	\$4,900	\$4,850	-\$50
CO	\$5,000	\$4,950	-\$50	\$5,000	\$4,950	-\$50	\$5,000	\$4,950	-\$50

Let's WOW Every Customer!

State	Goal	Actual	Gap	Target	Actual	Gap	Target	Actual	Gap
CA	55%	50%	-5%	55%	50%	-5%	55%	50%	-5%
TX	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
FL	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
WA	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
MI	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
IL	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
OH	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
PA	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
NY	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
NC	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
GA	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
SC	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
LA	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
AL	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
MS	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
AR	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
OK	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
MO	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
IA	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
ND	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
SD	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
WY	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
MT	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
NE	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
KS	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
WV	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
DE	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
MD	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
VA	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
DC	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
MA	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
RI	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
CT	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
NY	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
VT	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
NH	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
ME	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
AK	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
AZ	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%
CO	75%	70%	-5%	75%	70%	-5%	75%	70%	-5%

Weekly Attachment

Attachment	Goal	Actual	Gap	Target	Actual	Gap	Target
Attachment 1	55%	50%	-5%	55%	50%	-5%	55%
Attachment 2	75%	70%	-5%	75%	70%	-5%	75%

Monthly Service - Monthly Goal

Service	Goal	Actual	Gap	Target	Actual	Gap	Target
Service 1	80%	75%	-5%	80%	75%	-5%	80%
Service 2	72%	67%	-5%	72%	67%	-5%	72%

WOW Champion

Customer: [Name]

Manager on Duty: [Name]

WOW... YOU NAILED IT!

WOW... YOU NAILED IT!

WOW... YOU NAILED IT!

WOW... YOU NAILED IT!

8

Inspire Your Team - Hold Associate Meeting

- Use the *All-Store Meeting Agenda* to keep the meeting focused and efficient. You'll review:
 - What a Customer First Sales Culture is and why it's important
 - What it means for the store and team
 - Roles, responsibilities, and expectations
 - Next steps

ALL-STORE MEETING AGENDA

MAIN GOALS

- Inform the team of the Customer First Sales Culture.
- Communicate roles, responsibilities, and expectations.
- Discuss next steps (complete WOW training).

PRIOR TO THE MEETING STARTING

- Assign associates the [WOW Every Customer](#) course in Ace Learning Place (ALP).
 - Also consider assigning the new [Welcome to the Helpful Place](#) course (replaced Helpful 101)
- Decide on a due date for the team to complete the associate course(s) – add the date to the blank space provided in the “Expectations” agenda topic below for your easy reference.
- Queue up the Ace Sales Culture Introduction video so it's ready to play for the team. The video can be found on ACENET > Growth Drivers > Ace Initiatives > [Customer First Sales Culture](#).

Topic	All-Store Meeting Speaking Points
What & Why	<ul style="list-style-type: none"> ▪ We are going to be rolling out a Customer First Sales Culture that focuses on putting our customers first – they need to see and feel how important they are to us. ▪ Simply put, a Customer First Sales Culture means making customers the number one priority. ▪ Let's watch a short video that introduces the Customer First Sales Culture. [Show the Ace Sales Culture Introduction video: ACENET > Growth Drivers > Ace Initiatives > Customer First Sales Culture] <p><i>Additional Notes:</i></p>
What Does This Mean?	<ul style="list-style-type: none"> ▪ A Customer First Sales Culture will allow us to better prioritize our customers to make sure they are all receiving a WOW experience – from customer service to the store environment to the products on our shelves. ▪ The S.A.L.E.S. Process has been simplified and replaced with WOW, so we can focus on the 3 most important things during every customer interaction: <ul style="list-style-type: none"> ▪ What can I help you find today? ▪ Offer everything they need ▪ Warm thank you ▪ We'll begin to phase out S.A.L.E.S. immediately and shift to the much simpler WOW strategy. Coming out of this meeting, the first thing you'll do is complete your WOW training.

Topic	All-Store Meeting Speaking Points
What Does This Mean? <i>(Continued)</i>	<ul style="list-style-type: none"> ▪ And as a management team, there are going to be a few new things we'll be doing to make our days go smoother and drive a Customer First Sales Culture. ▪ You might have already seen the new WOW Board and Poster in our break room – that's just the beginning. <ul style="list-style-type: none"> ▪ Every morning the Manager on Duty will do a complete store walk to ensure the store is ready to go for customers. ▪ We'll have a team huddle prior to each major shift – I'm excited for this because it will ensure we're working toward the same goals for the day...and we'll be giving recognition for team members that go above and beyond to provide WOW service to customers! ▪ And we're also going to amp up our focus on Ace Rewards scan rate and Ace mobile app downloads. ▪ Yes, it's going to be some change for all of us up front – in the end, it's all about our customers and how we can level up the Helpful service we're known for. <p><i>Additional Notes:</i></p>
Roles & Responsibilities	<ul style="list-style-type: none"> ▪ We need the entire team to make sure we're putting our customers first and providing WOW experiences to every customer. ▪ Make our customers the #1 priority – this means when a customer comes into our store, we stop tasking and go help them. ▪ Bottom line, a Customer First Sales Culture cannot happen without you all. <p><i>Additional Notes:</i></p>
Expectations	<ul style="list-style-type: none"> ▪ Coming out of today, you'll take the Welcome to the Helpful Place and WOW Every Customer training in ALP. <ul style="list-style-type: none"> ▪ They have been assigned to you and will take about 30 minutes to complete both. Please be sure to complete them by _____. ▪ Be sure to ask clarifying questions to ensure that you truly understand a Customer First Sales Culture and how you fit into it...because again, we can't do it without you. ▪ From there, we expect everyone to consistently... <ul style="list-style-type: none"> ▪ Make customers the number one priority – this means tasking is secondary to helping our customers ▪ Provide a WOW experience to every customer – this means leading by example and holding the team accountable to WOW ▪ Once you've taken the training, these will make a lot more sense...and I'm excited to hear what you all think! ▪ And you'll also see me and the rest of the management team "walking the talk" – we'll be making customers the number one priority and ensuring we're providing a WOW experience to every single customer. <p><i>Additional Notes:</i></p>
Questions & Next Steps	<ul style="list-style-type: none"> ▪ We understand that this is a change – we are in this together and I can't wait to WOW our customers alongside you. What questions do you have? ▪ Take the Welcome to the Helpful Place and WOW Every Customer training in ALP. ▪ Follow up with me or any of the other store leaders regarding any questions you have about a Customer First Sales Culture. ▪ Begin WOWing our customers!

9

Equip Your Team – Have Associates Take Helpful and WOW Training

Assign associates the training and schedule time for them to complete it:

Training	What	Est. Seat Time
Welcome to the Helpful Place	The newly refreshed and shorter version of Helpful 101. It's the vision and purpose behind what it means to be Ace Helpful.	10 Minutes
WOW Every Customer	Foundational WOW training for associates – including an overview of WOW, why it's important, how to do it, and opportunities to practice WOW in action.	18 Minutes

10

Begin Daily Disciplines and WOW Your Customers

To start, it's important to first validate that your management team knows how to execute the daily disciplines and what they're looking for. To set them up for success, show them what great looks like:

- Complete the WOW Board Worksheet and WOW Board together.
- Complete a store walk together – use the Shift Ready Store Walk in ARMA and talk through specifically what you're looking for in each question.
- Practice a store huddle together.

From there, have your Managers on Duty (MODs) begin executing the daily disciplines. Then the entire team delivers WOW service to every customer, and you track progress and execution of a Customer First Sales Culture with the Monthly Sales Culture Scorecard.



TRAINING, RESOURCES AND TOOLS

New training, resources, and tools are available to help stores build and drive a Customer First Sales Culture.

TRAINING

All supporting training is available on Ace Learning Place (ALP).

Training	What	Audience	Est. Seat Time
Welcome to the Helpful Place	The newly refreshed and shorter version of Helpful 101. It's the vision and purpose behind what it means to be Ace Helpful.	Associates Managers & Owners	10 Minutes
WOW Every Customer	Foundational WOW training for associates – including an overview of WOW, why it's important, how to do it, and opportunities to practice WOW in action.	Associates Managers & Owners	18 Minutes
Building a Customer First Sales Culture	Customer First Sales Culture and Daily Disciplines training for managers – including a Day in the Life video to see the daily disciplines from start to finish, details of how to execute each daily discipline, and how to keep score.	Managers & Owners	42 Minutes

RESOURCES

Customer First Sales Culture Setup - Ace Way of Retailing (AWOR) on ACENET

Customer First Sales Culture Store Procedure - Ace Way of Retailing (AWOR) on ACENET

TOOLS

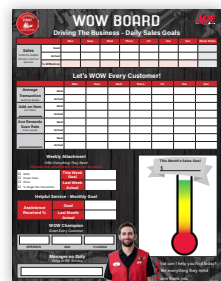
There are various tools available to help build and drive a Customer First Sales Culture in your store.



WOW BOARD WORKSHEET

A place to write down sales goals and results daily, making it easier to transfer information over to the WOW Board.

Location: Ace Way of Retailing



WOW BOARD

A laminated poster to share and communicate key sales metrics and information with the store team to drive a Customer First Sales Culture and ensure they provide a WOW experience to every customer.

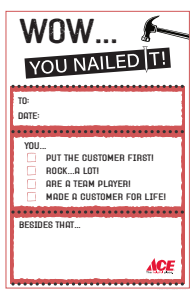
Location: Customer First Culture Opt-in Kit



WOW POSTER

A laminated poster reminding the team of what WOW is and why it's important, and it also serves as a place to post monthly WOW Recognition Cards.

Location: Customer First Culture Opt-in Kit

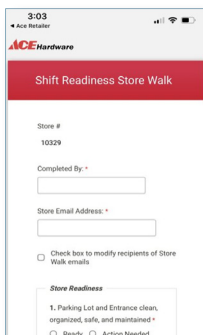


WOW RECOGNITION CARD

A way for a manager to recognize an associate for going above and beyond to provide WOW customer service.

Location: Customer First Culture Opt-in Kit.

Reorderable through Ace Marketing Muscle #120924

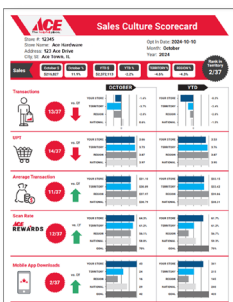


SHIFT READY STORE WALK

Completed by the Manager on Duty everyday within the first hour of opening, this tool helps ensure the store is in order, products are stocked, organized and priced, and associates are ready to WOW customers.

*Location: Ace Retailer Mobile Assistant (ARMA)**

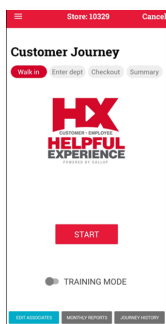
**Must be [opted-in](#) to Customer First Sales Culture to access*



MONTHLY SALES CULTURE SCORECARD

A tool to help monitor how well your store is executing a Customer First Sales Culture. It includes Sales, Average Transaction, Overall Customer Satisfaction (OSAT), Attachment Rates, Mobile App Downloads, and more.

Location: ACENET > Growth Drivers > Customer First Sales Culture > Monthly Sales Culture Scorecard



CUSTOMER JOURNEY APPLICATION

An observation tool that allows managers to measure how well the store is executing and achieving its Helpful goals focusing on three critical factors that increase Overall Customer Satisfaction (OSAT):

1. Availability of staff to provide meaningful in-aisle assistance
2. Execution of the WOW strategy
3. Speed and execution of the checkout process

Note: There will be an update to this application in January 2025 to align with WOW.


Location: Ace Retailer Mobile Assistant (ARMA)

DAILY DISCIPLINES


1. GET SHIFT READY

WOW BOARD

The WOW Board is a tool for setting, tracking, and amplifying sales goals with your team. It drives team awareness, motivation and accountability by making store goals more visible and actionable during your daily huddles.



WOW BOARD



Driving The Business - Daily Sales Goals

		Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Week Totals
A	Sales <small>Fulfill the Helpful Promise, Fuel Our Success</small>	Goal							
	Actual								
	% Difference								

Let's WOW Every Customer!

		Mon	Tues	Wed	Thurs	Fri	Sat	Sun
B	Average Transaction <small>Build the Basket</small>	Goal						
	Actual							
C	Add-on Item <small>Sell 1 More</small>	Goal						
	Actual							
D	Ace Rewards Scan Rate <small>Drive Loyalty</small>	Goal						
	Actual							
E	Goal							
	Actual							

Weekly Attachment

Offer Everything They Need
Choose one attachment focus for the week

F	<input type="checkbox"/> Grills	This Week Goal	
	<input type="checkbox"/> Power Tools	Last Week Actual	
	<input type="checkbox"/> Paint		
<input type="checkbox"/> % Single Sku Transaction			

Helpful Service - Monthly Goal

G	Assistance Received %	Goal	
		Last Month Actual	

WOW Champion

Greet Every Customer

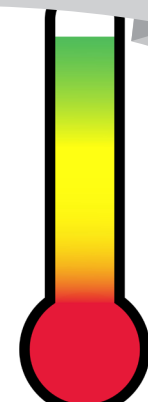
OPENING	MID	CLOSING

Manager on Duty


Drive WOW Service

This Month's Sales Goal

\$ _____



J



What can I help you find today?
Offer everything they need
Warm thank you

WOW Board Metric	Details
A Daily Sales Goal	<ul style="list-style-type: none"> Set this based on reviewing last year's sales, your sales budget, or last week's sales. This information can be found in Business Advisor's Management Summary page (from Eagle). Consult with your District Manager (DM) for support with setting sales goals. Fill in weekly goals at the start of each week and update daily actuals and differences prior to your daily huddle.
B Average Transaction	<ul style="list-style-type: none"> Use your store goal or try to beat last week's average transaction for the same day. Actuals can be found in Business Advisor's Management Summary page (from Eagle).
C Add-on Item	<ul style="list-style-type: none"> Select one item that you will feature for the week and record the daily sales goal. Choose a locally relevant or high potential item for your team to rally around and suggest to all customers, both during checkout and on the sales floor. Then stack the item high and watch your team sell that item out! Track how many you can sell each day and create fun contests to motivate your team to sell. Actuals can be found Eagle IMU.
D Ace Rewards Scan Rate	<ul style="list-style-type: none"> Strive to increase your scan rate percentage each week. Recommend your scan rate goal is set to 70% (Pinnacle) or based on where you ended the prior month – choose a goal that will create small wins for the team. Actuals can be found in the available Ace Rewards reporting (RLC Report, RAD, etc.).
E Store's Choice	<ul style="list-style-type: none"> Select an impactful item of your choice to track – this could be the number of App downloads or number of transactions. The whole point is to get the team involved and to have fun with it – perhaps you ring a bell or celebrate in some way if a customer downloads the mobile app.
F Weekly Attachment	<ul style="list-style-type: none"> Attachment rate is a calculation for the number of transactions where corresponding or complementing items are sold with the primary product (e.g., what percent of grill transactions include a cover, sauces, rubs or fuel). Choose one attachment focus for the week: grills, power tools, paint, or % single SKU transaction. If you need help deciding, review the Overall Attachment Rate Report in the Retail Analytics Dashboard (RAD), and look for opportunities. Actuals can also be found in the Overall Attachment Rate Report in the RAD.
G Assistance Received Monthly Goal	<ul style="list-style-type: none"> Use your Medallia Helpful Experience Dashboard Customer Experience (CE) View to track how the team is doing assisting customers in aisle. You're aiming for Advanced Help Assistance Received.
H WOW Champion	<ul style="list-style-type: none"> Assign and write in a WOW Champion per shift (opening, mid, and closing) to help during peak times to ensure customers are greeted with, "What can I help you find today?", and paired with an associate in-aisle to help.
I Manager on Duty	<ul style="list-style-type: none"> Write in the name of the Manager on Duty (MOD) for the shift. This designated Manager on Duty is the go-to for the team for customer support and is also the one doing the daily disciplines that day. Update this accordingly throughout the day as new MODs arrive for their shift.
J This Month's Sales Goal (Sales-ometer)	<ul style="list-style-type: none"> Write in the overall sales goal for the month. Every week, fill in the month to date sales number on the sales-ometer.

WOW BOARD – CONTINUED

As best practice, fill out the WOW Board as follows:

When	Action
DAILY - Beginning of each day	<input type="checkbox"/> Pull actual results for the prior day and update WOW Board: <ul style="list-style-type: none"> ▪ Sales actual and % difference. ▪ Average Transaction, Add-on Item, Ace Rewards Scan Rate, and “store’s choice” actuals. ▪ Weekly attachment information for the Additional Focus Area. <input type="checkbox"/> Fill in WOW Champion and MOD for the day.
WEEKLY - Monday mornings	<input type="checkbox"/> Fill in all the goals for each day of the week: Sales, Average Transaction, Add-on Item, Scan Rate, and “Store’s Choice” <input type="checkbox"/> Fill in the Weekly Attachment goal and last week’s actual. <input type="checkbox"/> Fill in the Sales Month-to-date – add a line on the Sales-ometer with the weeks total.
MONTHLY	<input type="checkbox"/> Fill This Month’s Sales Goal, and Assistance Received % goal and last month’s actual.

HELPFUL TIPS

- Post your WOW Board out of customer view in the break room or high traffic associate area in the back room.
- Use the black marker for goals, green for achieved actuals, and red for missed actuals.
- The WOW Board is also available in digital format.
- Use the WOW Board Worksheet to make it easier to transfer information over to your WOW Board:

WOW Board Worksheet Date _____

DAILY

Driving The Business - Daily Sales Goals

Sales Prior Day Goal _____ Actual _____ % Difference _____

Let's WOW Every Customer!

Average Transaction Prior Day Actual _____

Add-On Item Prior Day Actual _____

Rewards Scan Rate Prior Day Actual _____

Additional Focus Area Prior Day Actual _____

Huddle Agenda – Approximately 3 minutes

- Review Yesterday's Results
- Review today's goals
- Where does team need to focus to drive results
- Celebrate success! Present WOW recognition cards
- Review tasks from Shift Ready Walk

WEEKLY

Weekly Goals To Complete WOW Board on Mondays

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Week Totals
Sales								
Avg Trans								
Add-on Item								
Scan Rate								
Focus Area								

	MTD Actual
Monthly Sales	

Weekly Attachment Focus Area	Last Week Actual	This Week's Goal

MONTHLY

	Goal	Last Month Actual
Assistance Received %		

SHIFT READY STORE WALK

The Shift Ready Store Walk is a tool completed by the Manager on Duty every day within the first hour of opening. It helps ensure the store is in order, products are stocked, organized and priced, and associates are ready to WOW customers. It's available digitally through the Ace Retailer Mobile Assistant (ARMA).

INITIAL SETUP:

1. Ensure you have the latest version of the app downloaded.
2. Select the hamburger menu on the upper-left corner of the ARMA homepage.
3. Select Shift Ready Store Walk.
4. Select Click Here to Start.



- Note:** If you have not opted in to Customer First Sales Culture on ACENET, you will see a message letting you know you need to opt-in to access. To opt-in and gain access, click the opt-in hyperlink on that ARMA page or opt-in on ACENET > Growth Drivers > Customer First Sales Culture > Opt-in
5. Begin setup – enter your 5-digit store number.
6. Enter the email address(es) for where a Shift Ready Store Walk summary report should be sent.
 - It's recommended you enter the store owner, store manager, and all manager on duty email addresses so they have access to the walk summary report generated after a walk has been submitted.
 - To enter multiple email addresses, select Check box to modify recipients of a store walk, select the number of recipients, and enter the name, title, email information accordingly.
7. Skip to step 5 in Daily Use instructions below.

DAILY USE (AFTER INITIAL SETUP):

1. Access ARMA.
2. Select the hamburger menu on the upper-left corner of the ARMA homepage.
3. Select Shift Ready Store Walk.
4. Select Click Here to Start.
5. Enter your name in the Completed By field.
6. Begin the walk – walk the store and assess each question on the Shift Ready Store Walk and mark it as appropriate:
 - **Ready:** No opportunities and it's ready for customers.
 - **Action Needed:** You identified an opportunity, and it needs to be fixed.**Note:** To keep it efficient, don't fix identified opportunities in the moment; instead mark them as Action Needed and an Action Task/Assigned To text box will appear – enter a comment with the associates name to assign it to them and specify what needs to be addressed/fixed during down time.
7. Select Submit. A Shift Ready Store Walk summary report will be sent to the emails provided during setup.
Note: The Shift Ready Store Walk summary includes your "Action Needed" items along with any comments you added for assigning follow-up tasks.
8. Print the emailed Shift Ready Store Walk summary.
9. Post the Shift Ready Store Walk summary next to your WOW Board and callout assigned tasks in the team huddle.

SHIFT READY STORE WALK – CONTINUED

HELPFUL TIPS

- The key to an effective Shift Ready Store Walk is to be honest with yourself – marking everything as “Ready” when it’s truly not doesn’t help you improve the customer experience or drive sales.
- As you’re completing a Shift Ready Store Walk, here’s what you’re looking for:

Question	What You Are Looking For...
Store Readiness	
1 Parking Lot and entrance clean, organized, safe, and maintained	<ul style="list-style-type: none"> • Clean and tidy – no trash. • Safe – no trip hazards, nothing covering fire lane signage, no cracked/hazardous sidewalk/entry pavement. • If in cold weather climate, ensure its shoveled and there’s ice melt applied, and clean rugs at entryway. • Maintained – no weeds, no leaves/foilage, no dead live goods. • Curbside pick-up parking spot identified.
2 Relevant products displayed at entrance with pricing	<ul style="list-style-type: none"> • Seasonally and/or locally appropriate. • Well stocked, especially pallets. • Pricing is clear and consistent.
3 Customer facing signage on doors/windows current, not torn or faded, store hours posted	<ul style="list-style-type: none"> • Ensure all signage is up to date. • No torn, edges rolling/peeling, or faded signage. • Store hours accurate and visible from parking lot.
4 Red baskets available in key areas for associates to offer to customers	<ul style="list-style-type: none"> • Ensure there is a stack of red baskets near the front entrance and in each quadrant of the store along the power aisle for associates to easily offer to customers.
Product Readiness	
5 Impulse area and beverage cooler are stocked, signed, priced, and clean	<ul style="list-style-type: none"> • Beverage cooler, offers variety, is full and priced. • Quarterly refresh of impulse items executed.
6 Endcaps, Clip Strips, Power aisle displays are relevant, stocked, signed, priced, and clean	<ul style="list-style-type: none"> • End caps clean, full and signed. • Promo signage displayed on advertised products. • Power aisle merchandisers full, but not impeding customer navigation. • Clip strips are full, priced and relevant add on items to category.
7 Paint project essentials stocked and being offered	<ul style="list-style-type: none"> • Project essentials like rollers, brushes, tape, drop clothes, etc. on an end cap for easy access. • Associates offering add on item(s) with a liquid paint purchase.
8 Grills stocked, organized, priced, and accessories displayed	<ul style="list-style-type: none"> • Grill signage with price, placed on each grill. • Grill cover and other accessories placed adjacent. • Assembly/delivery signage visible.
9 Outdoor Power Equipment stocked and priced	<ul style="list-style-type: none"> • Hang tags on all free-standing items. • Display equipment hanging properly on fixtures and corresponding for sale unit below.
10 Store Niches stocked, signed, and priced	<ul style="list-style-type: none"> • Unique and local products properly merchandised, clean, and priced.
11 Add-on item(s) of the month stacked high, signed, priced, team ready to execute	<ul style="list-style-type: none"> • Add on item identified on WOW Board. • Cashiers recommending item at checkout.

Question	What You Are Looking For...
WOW Readiness	
12 WOW Champion is assigned to greet customers	<ul style="list-style-type: none"> ▪ At front of store during peak times. ▪ Greets every customer. ▪ Radios to other associates to meet customers in-aisle.
13 Team wearing headsets and executing WOW customer service	<ul style="list-style-type: none"> ▪ Radios and headsets on every team member to keep in constant contact with each other.
14 Customer facing signage on doors/windows current, not torn or faded, store hours posted	<ul style="list-style-type: none"> ▪ Cashier asking for Ace Rewards phone number, promoting App, Signage posted.
15 WOW Board updated to share results and goals during today's team huddle	<ul style="list-style-type: none"> ▪ Posted in clear visible area to be used for huddles. ▪ Updated with today's numbers and team members.



2. DO TEAM HUDDLES

TEAM HUDDLES

Team huddles are an opportunity to rally the team around sales and customer service goals, review progress, and celebrate wins. They are vital because they help keep the team focused on important goals and information for the day and allow the manager to get the team excited and motivated.

- Led by Manager on Duty
- Beginning of each main shift change
- 3-5 minutes
- At the WOW Board

To see a team huddle in action, watch the Do Team Huddles video in the *Building a Customer First Sales Culture* manager course on ALP. Here's the recommended flow for a Team Huddle:

Topic	Details
✓ Yesterday's Results	<ul style="list-style-type: none">▪ Review yesterday's actuals – sales, average ticket, add-on item, and Ace Rewards scan rate.
✓ Today's Goals	<ul style="list-style-type: none">▪ Review today's goals – sales, average ticket, add-on item, Ace Rewards scan rate, and team focus areas.
✓ WOW Champion & Manager on Duty	<ul style="list-style-type: none">▪ Highlight the WOW Champions and Manager on Duty for the shift
✓ Shift Ready Store Walk Tasks	<ul style="list-style-type: none">▪ Review the "Action Needed" delegated tasks identified from the Shift Ready Store Walk.▪ If not enough time during huddle, ask associates to review the list or follow up with them individually to communicate their tasks.▪ Emphasize that tasks are to be completed during downtime and the customer takes priority over the task. Place the task list by the WOW board.
✓ Successes & WOW Recognition	<ul style="list-style-type: none">▪ Celebrate success by recognizing individual and team achievements tied to WOW Board goals.▪ Highlight WOW Recognition cards given to associates this week.
✓ Rally the Team	<ul style="list-style-type: none">▪ Bring the energy and get them excited for the day.

For **associates arriving after team huddle**, have them clock in, review the WOW Board and Shift Ready Store Walk task list for any items delegated to them, and then check in with the Manager on Duty if they have any questions.

Helpful Tip: Keep your team informed throughout their shift – provide a mid-shift update over the radio with the sales progress percentage, add-on items sold, and average ticket.

3. WOW EVERY CUSTOMER

It's up to the manager on duty to lead the charge and ensure the team is providing WOW service to every single customer.

Manager on Duty	Details
✓ Lead by Example	<ul style="list-style-type: none"> “Walk the talk” – ensure you’re making customers your number one priority and using WOW.
✓ Set Clear Expectations	<ul style="list-style-type: none"> Be sure the team knows what’s expected. Reinforce during team huddles.
✓ Ensure WOW Service	<ul style="list-style-type: none"> Hold the team accountable – ensure everyone is providing WOW customer service. Assign WOW Champion. Observe and coach the team to WOW.
✓ Resolve Shift Ready Store Walk “Action Required” Items	<ul style="list-style-type: none"> Have associates radio you once they’ve completed their assigned tasks – ensure it’s been completed to your satisfaction.
✓ Provide WOW Recognition	<ul style="list-style-type: none"> Give praise in the moment to associates that go above and beyond to provide a WOW experience to a customer. Fill out WOW Recognition cards and feature them on the WOW Poster.
✓ Rally the Team	<ul style="list-style-type: none"> Bring the energy and get them excited for the day.
✓ Keep Team Informed	<ul style="list-style-type: none"> Provide a mid-shift update over the radio with the sales progress percentage, add-on items sold, and average ticket.





WOW CHAMPION

A WOW Champion is a designated associate responsible for greeting and asking every customer “What can I help you find today?”, and then pairing them (over the radio) with an associate in-aisle. This role is important because it helps you make certain that the first part of WOW is happening and that customers are getting the help they need in-aisle.

There should be an assigned WOW Champion for opening, mid, and closing shifts to help manage customer flow and ensure every customer is receiving a WOW experience:

Store Pulse		WOW Champion Role
Not Busy	Low customer traffic	<ul style="list-style-type: none"> Complete tasks near the front of the store. Maintain a visual of the entrance. Greet customers and ask, “What can I help you find today?”, pair customer with associate in-aisle
Peak	High customer traffic	<ul style="list-style-type: none"> No tasking and stay up front. Greet customers and ask, “What can I help you find today?”, pair customer with associate in-aisle.
Exceptionally Busy	High customer traffic + No more associates to pair with customers	<ul style="list-style-type: none"> Radio the Manager on Duty (MOD) to let them know. Assist customers in-aisle, while MOD covers the WOW Champion responsibilities up front.

OBSERVING AND COACHING

To ensure your team is meeting expectations and providing WOW customer service, you have to observe them in action and coach them along the way. Be sure to provide feedback in the moment to course-correct or reinforce what they are doing well.

To see specific examples of coaching the WOW Champion, coaching associates to WOW, and providing WOW recognition, watch the WOW Every Customer video in the Building a Customer First Sales Culture manager course on ALP.

WOW RECOGNITION

WOW Recognition Cards are an excellent and simple way to recognize someone on your team for going above and beyond to provide WOW service to customers.

Add filled-out WOW Recognition Cards to the space provided on the WOW Poster and be sure to highlight them in team huddles:



4. KEEP'EM COMING BACK

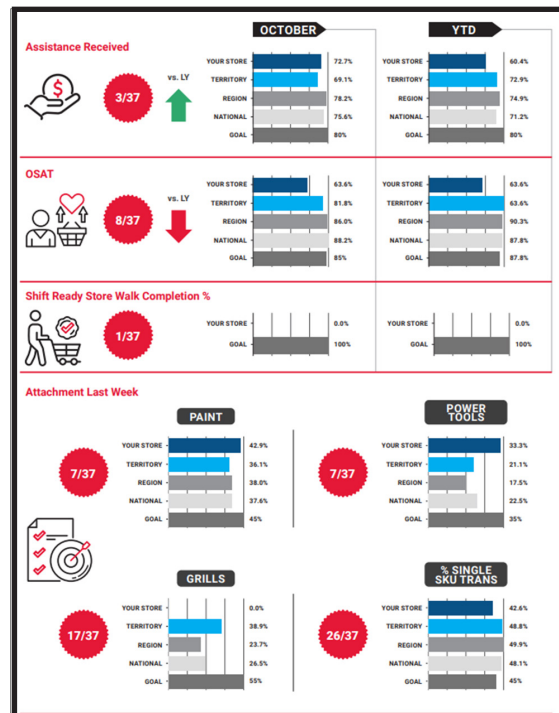
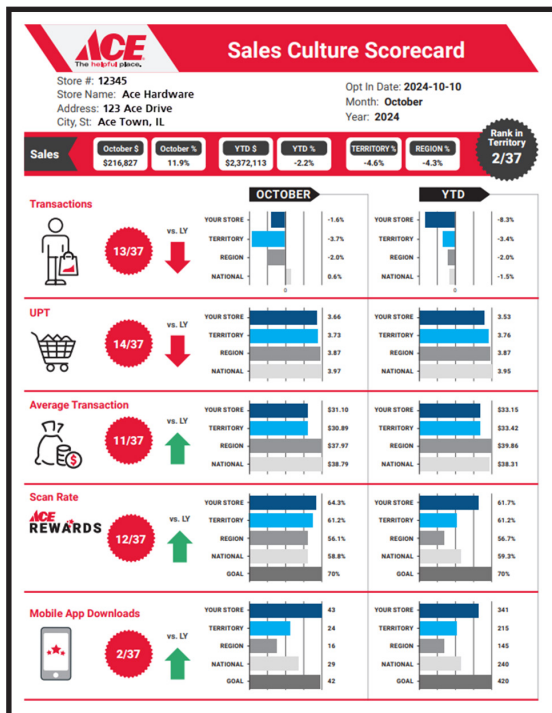
To execute this daily discipline, Managers on Duty, ensure that all cashiers are asking **every customer** "What's your phone number for Ace Rewards?" and encouraging them to use the Ace mobile app.

Cashier	Why?
Ask every customer, "What's your phone number for Ace Rewards?"	<ul style="list-style-type: none"> If purchases aren't tied to their Ace Rewards, the customer won't earn points for or have record of their purchase.
Encourage Ace Mobile App downloads	<ul style="list-style-type: none"> To ensure customers have instant access to their rewards and special offers.

KEEP SCORE

The Sales Culture Scorecard is a tool that provides visibility to how well the store team is executing a Customer First Sales Culture. It's available monthly on ACENET (Growth Drivers > Customer First Sales Culture > Monthly Sales Culture Scorecard). Review the Sales Culture Scorecard every month with your store leadership team to:

- ✓ Track and measure progress of Customer First Sales Culture performance indicators
- ✓ Spot trends & see store rankings
- ✓ Keep the team informed, motivated, & aware



Indicator	Details
Sales Territory Ranking	<ul style="list-style-type: none"> Where the store is at in sales within the Territory.
Metric Territory Ranking	<ul style="list-style-type: none"> Where the store is at (for the metric) within the Territory.
vs. LY (Last Year)	<ul style="list-style-type: none"> Whether the store is up or down (for the metric) compared to last year.
Actuals	<ul style="list-style-type: none"> Actual store results for the Month and Year-to-date (YTD) compared to the Territory, Region, and Nationally.
Goal	<ul style="list-style-type: none"> Reflects a company goal as shown in the Retail Analytics Dashboard.

Scorecard Metric	Details
Sales	<ul style="list-style-type: none"> Where the store is at for the month, year to date, and in the Territory and Region.
Transactions	<ul style="list-style-type: none"> Total number of transactions (customer purchases).
UPT	<ul style="list-style-type: none"> Units per transaction – the average number of items a customer buys in a single transaction.
Average Transaction	<ul style="list-style-type: none"> The average amount a customer spends in a single transaction.
Scan Rate	<ul style="list-style-type: none"> The percent of total Ace Rewards transactions to your total transactions.
Mobile App Downloads	<ul style="list-style-type: none"> The total number of Ace mobile app downloads.
Assistance Received	<ul style="list-style-type: none"> Derived from the customer experience survey and shows how well the team is doing assisting customers in aisle.
OSAT	<ul style="list-style-type: none"> Overall Customer Satisfaction – based on how many customers rate a score of 5 out of 5 for the question “Please rate your satisfaction with your overall experience at our store” on the customer engagement survey.
Shift Ready Store Walk Completion %	<ul style="list-style-type: none"> The number of walks completed and submitted via the Ace Retailer Mobile Assistant (ARMA).
Attachment Last Week	<ul style="list-style-type: none"> Attachment rate is calculating the number of transactions where corresponding or complimenting items are sold with the primary product. For instance, what percent of grill transactions include a cover, sauces, rubs or fuel.

QUESTIONS & SUPPORT

For training-related inquiries, please reach out to Acetrain@acehardware.com.

For all other inquiries, please reach out to your District Manager (DM).





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