

Change Frontline Behavior Delight Every Customer Drive Faster Growth



Dominate Your Competition by Making Every Store a Top Performer

If you're like most retail chains, you have great stores, bad stores and a lot of very average stores. Every chain's mission is to provide a superior customer experience that sets them apart and ensures faster growth. The problem is that most chains cannot seem to get the majority of their stores to consistently do this.

But, there is a way to make every store a top performer. It starts with changing the behavior of the people. You want a culture so focused on delighting customers that the needle moves significantly, and stays that way for the long haul.

That is easy to say, right? But this is much harder to do. Changing your own behavior is hard. Changing somebody else's is even harder.

From working with hundreds of companies in a variety of industries, FranklinCovey can help your chain institutionalize a proven system for behavior change.

3 key components for making every store a top performer:

- ▶ **Real numbers at each store** that accurately show how well your frontline employees are serving their customers.
- ▶ **Meaningful rewards and accountability** that engage and motivate your people to deliver exceptional customer service.
- ▶ **A simple, sustainable execution process** that clones the best behaviors of your best leaders to motivate your people to delight every customer every time.

We will show your chain how these three components can unleash the passion and creativity of frontline employees to provide better customer experiences more consistently, make every store a top performer and drive faster growth.

Our Promise: Create a culture where every store manager and their team are **highly engaged to delight each customer — every time!**

Start Delighting Every Customer That Walks In Your Door.

For a complete online demonstration, contact Richard Vernon at **801-817-5420** or **Richard.Vernon@FranklinCovey.com**.



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