

Project Velocity Recommended Best Practices Observation Form for Store Managers

Date _____

Name _____

	Not at All	Sometimes	Always	Comments
Warmly Welcome				
Did the Sales Advocate warmly welcome the customer?				
Did the Sales Advocate acknowledge and greet the customer?				
Did the Sales Advocate exchange names with the customer and use their name at least 3 times during the interaction?				
Did the Sales Advocate ask and display an "I can help you with that" attitude?				
Uncover Needs				
Did the Sales Advocate ask at least 3 effective questions to understand the customer's needs? (always be questioning)				
Did the Sales Advocate listen and provide their undivided attention?				
Personalize Solution				
Did the Sales Advocate recommend 2 personalized phone options (needs and wants) and 2 ways to pay (upfront or PPP)?				
Did the Sales Advocate recommend a personalized rate plan?				
Did the Sales Advocate recommend 4 personalized accessories?				
Did the Sales Advocate recommend personalized features? (Cricket Protect, DTV Now, International)				
Gain Agreement				
Did the Sales Advocate ask for the sale? (always be closing)				
Did the Sales Advocate attempt to overcome any objections?				
Thoroughly Educate				
Did the Sales Advocate discuss Cricket Rewards?				
Did the Sales Advocate offer to assist with the customer's phone setup?				
Did the Sales Advocate educate customer on bill cycle and payment options?				
Did the Sales Advocate discuss AutoPay savings?				
Sincerely Thank				
Did the Sales Advocate ask if they can help with anything else?				
Did the Sales Advocate use the customer's name and thank them for being a customer?				
Did the Sales Advocate walk them to the door?				
Simple, Smarter, Better				
Was this interaction a hassle-free customer experience?				
Did the Sales Advocate display a positive attitude and experience for the customer?				

Cricket Authorized Retailers ("ARs") are solely responsible for and have full discretion in setting compensation for their employees. The recommendations presented here are the 3rd Party Consultant suggested best practices learned from a 12 week trial with four ARs to improve sales in their Texas stores. ARs are free to consider, adopt or reject, in whole or in part, these recommendations in their sole discretion. ARs should consult with their legal counsel to confirm the compensation recommendations are legal in the states they operate in. Individual AR store results may differ. AT&T Proprietary (Internal Use Only) Not for use or disclosure outside the AT&T companies except under written agreement.