

ISE Store Audit



Dealer: _____

Date: _____

Store Appearance	UID 1	UID 2	UID 3	UID 4	UID 5	UID 6	UID 7	UID 8	Policy#	Policy
Ensure overall store-front cleanliness										
Clean carpets, replace damaged carpet tiles										
Replace damaged ceiling tiles										
Clean stains on walls/fixtures (repaint where necessary)										
Replace missing or damaged light bulbs										
Maintain dust and smudge-free windows and window sills										
Ensure overall back room cleanliness										
Retail Radio should be installed and playing within store										
DIRECTV NOW Demo installed and playing within store on TV and on phones										
Employee Appearance										
Cricket Attire										
Name tags										
Merchandising										
Exterior window clings are properly installed and aligned per planogram										
Replace missing live and dummy devices per planogram										
All in-store merchandising elements are aligned with planogram										
Accessory displays full (no empty pegs)										
Price tags are display and current										
Remove any unapproved merchandising and unnecessary clutter										
Velocity										
Location has a Velocity binder and is being utilized										
Huddles are conducted daily and are documented										
White board is updated with current metrics										
Hours of Operation										
Store hours are clear on the door										
Store is maintained open during the hours of operation stated (vinyl & online)										

Notes: _____
