

A Play-by-Play Guide To Keep Our Customers Returning.



The Right Strategy

We're Playing to WIN!

"Customer 1st" is our winning strategy that will help us deliver a shopping experience that keeps our Customers returning. When you make "Customer 1st" your game plan every day, everyone wins - you and our Customers. You are an important member of our team!

The Right Focus

Our Customers

We can all make our Customers feel like the most important people in our store - because they are! Included in this handy playbook are a few key tips to help you better serve our Customers so that they enjoy their shopping experience and want to return again and again.

The Right Team

Be G.R.E.A.T.!

It all starts with you and a team of friendly and attentive people who enjoy helping Customers. Be pleasant and treat Customers like valued friends. Remember to keep these "tips" in mind:



G.R.E.A.T.

G = Greet

- Smile, look at Customers, and make them feel like you are glad they are in our store.

Say: "Hello, how are you today?"

Say: "Hi, good to see you again."

R = Reach Out

- Show Customers you are ready to help and don't wait for them to ask for assistance.

Say: "May I help you?"

Say: "I'll be right with you."

E = Engage

- Be enthusiastic and make sure you meet all the Customer's needs - because they are special - and so are you!

Say: "What else can I do for you today?"

Say: "Are you finding everything you need?"

A = Appear Professional

- Look like a member of our G.R.E.A.T. team and give Customers your best!

Ask Yourself: "Is my uniform neat and clean?"

Ask Yourself: "Is my name badge easy-to-read?"

T = Thank

- Give Customers a reason to want to return by showing them that we appreciate their choice of our store.

Say: "Thank you, please come back again."

Say: "My pleasure." not "No problem."



The Right Store

A Clean and Safe Environment

Our customers deserve a welcoming and pleasant store environment. Customers want:

- Clean Floors
- Clean Restrooms
- Clean Shopping Carts

The Right Finish

A Shopping Experience That Makes Our Customers Want To Return

The checkout is our last chance to impress our Customers. They want . . . and we provide . . .

- A quick and friendly checkout
- Baggers when needed
- Front-end supervisors visible during peak hours
- Help for larger bottom of bascart (B.O.B.) items

