

LEADER'S GUIDE – STORE MEETING AUGUST 19, 2023

CREATE A HOT AUGUST THAT EXPLODES WITH VOLUME!

Schedule the meeting for 45 minutes to be run after the store is set-up.

PRINT AND PROVIDE ONE LEADER'S GUIDE FOR EVERY TEAM MEMBER TO TAKE NOTES!

EVERYONE MUST BE PREPARED TO DISCUSS WHAT YOU'VE LEARNED DURING THE SATURDAY MEETING.

I. COURSE #1 – DAVID'S AUGUST MESSAGE – NEW STORES AND VISUAL MERCHANDISING

1. Plan to have an AWESOME AUGUST FINISH

2. Maximize all our financing/leasing programs to get enough purchasing power for your customer

- Perfect time to work on the Lease Line
- Provide great customers service, this is a great deterrent because CUSTOMERS love it, and THIEVES hate it
- Reminder to maximize all opportunities and Daniel's tools to make and create big sales!
 - a. Spiffs Opportunities – Summer Clearance, Black book, Registries, etc.

3. Focus on Visual Merchandising, re-merchandise and refresh your cases

- Get your customers excited and get your store looking great

II. COURSE #2 – COMPANY EXPECTATION, MAXIMIZING WITH CREDIT – The “Waterfall” Concept (2 Step lectures and quiz at the end)

1. Part 1 – Introduction of the Waterfall Concept – It's all about the flow

- How are we using our financing programs
- Understand the new concept
- Get your customers approved with the right financing
- More buying power for your customer and bigger sales
- Let's help them own the dream

2. Part 2 – Where to start and how to do it

- Work to have enough approved to get them what they want
- Understand and know the best order to “Waterfall” the applications

SYNCHRONY	FORTIVA	SUNBIT	DANIEL'S	PROGRESSIVE/UOWN
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- Do I need to have them apply to all 6 applications?
- Convert every customer
- Sell them and maximize

3. Questions to ask yourself on every sale

- Did you get your customer to apply?
- Did you get them approved for what they needed to buy?
- Did you exhaust all options?
- When do you need to apply for the leasing program?

KEEP THE SELLING MOMENTUM GOING! LET'S GIVE IT ALL WE GOT AND FINISH AUGUST STRONG! LET'S MAKE IT AN AWESOME SUMMER AND MAKE MONEY!



III. ADDITIONAL TOPICS FROM STORE MANAGER AND/OR RDM

AUGUST 19, 2023, STORE MEETING ROSTER

I conducted our TEAM Meeting and I am confident that each Store Associate has a complete understanding of each topic.

Manager's Signature

EMP #

Store Number

I attended this meeting, and my Signature below means that I will always do as instructed at the meeting including:

- ☐ I will work the Lease Line to bring customers in the store that can lead to sales
- ☐ I will smile AND provide great customer service with every customer to help deter thieves
- ☐ I will find ways to increase my earnings and utilize all the possible Daniel's tools to make loads of money during the summer (CONTESTS, COMMISSION, SPIFFS, and other opportunities)
- ☐ I will focus on Visual Merchandising and refresh our store cases to get customers excited, especially during down time
- ☐ Understand the enhanced concept of MAXIMIZING with Credit and understand the "Waterfall" concept
- ☐ I will commit to getting our customers approved with the right financing
- ☐ I will understand and know the best order to "waterfall" the applications (Synchrony & Fortiva, Sunbit, Daniel's and if customer doesn't get approved on any of the previous ones listed go for the leasing programs.
- ☐ I WILL HAVE AN AWESOME AUGUST by showing BIG, selling BIG, doing each of the Company Expectations, Work the Lease Line, Open New Accounts, convert every customer and get them approved for their purchase.
- ☐ I will not let NOBODY WALK and commit to helping our customers OWN THE DREAM!
- ☐ _____
- ☐ Mark your calendar, the next scheduled TEAM Meeting, September 16th.

*Signed this 19th day of AUGUST 2023. **Have each attendee sign the Manager Meeting Roster and fax 310-665-2141.***

**Fax to SMC Human Resources (310-665-2141) and contact Stephanie x5632 to confirm.
KEEP THE ORIGINAL COPY IN YOUR STORE.**

No payroll hours credit for rosters that are not received by Monday, August 21st.