

## Coaching Skills and Systems For Store Managers

Every manager is a coach. Yet, very few managers have the background or ability to properly coach their employees. Creating sustainable performance improvements requires that Store Managers become effective, powerful coaches. They need more than just the skills; they need a system that guides their activities every day, week and month.

*Experience has shown that managers who effectively coach their employees achieve:*

- Greater sales
- Less staff turnover
- Improved customer satisfaction
- Higher levels of employee morale

The GRAFF coaching system provides a specific, practical approach to getting improved results from your management team. This is not a theoretical approach to management. It is a system that focuses on the real life issues in your stores.

We integrate coaching into the daily and weekly operations of your stores. Your managers will not only know how to coach, they'll have a specific framework for when and what to coach that ensures they are doing it consistently and effectively.

And, your coaching system will integrate with your sales and service training program, while incorporating your sales management metrics too. Suddenly, you'll have a proven system for coaching and staff development that works ... every day.

That's why we created it. That's why it works!

Get serious about staff performance. Get GRAFF.