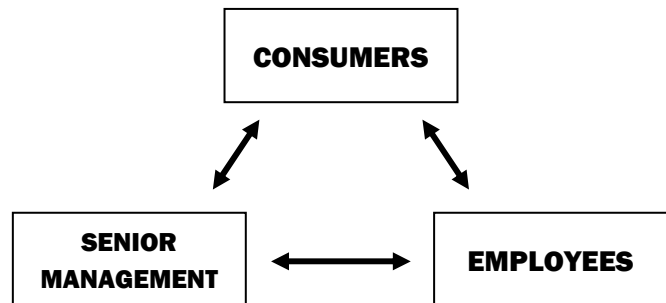


Discover How Your Associates' Attitudes Impact Your Sales

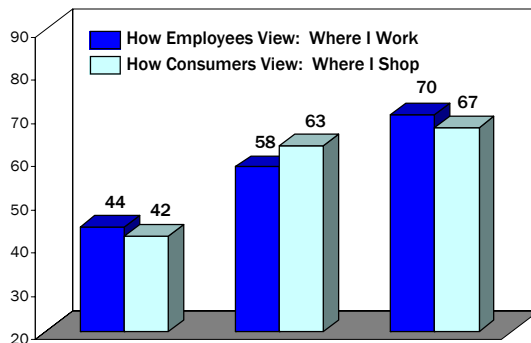
Opportunity

One week until the next regional meeting, and you have to explain why your stores' sales numbers are 15% below the neighboring district's sales. Same product... similar shopper base... same promotions... Your stores are following operational guidelines in stocking, merchandising, housekeeping, and staffing. Yet, something is different and your bottom line shows it.

On a checklist, it looks like everything is running smoothly. But what about factors that are not typically measured? How do employees at the store level view the company? How do they feel about the products and services offered by the company? What about their responsibilities and future with the company?



Employee vs. Consumer Satisfaction



Research has shown a strong correlation between employees' views of where they work and consumers' views of where they shop. Therefore, in addition to meeting operational standards, it is important to understand what drives your employees' attitudes, how they view their store, how well their needs are being met (compared to national norms), and how their views of your company and its competition match or conflict with consumers. And, just as important is understanding how well these attitudes match up between the levels of the organization — is everyone on the same page?

Solution

SIRS' TeamBuilder is an associate attitude study designed to uncover your associates' views toward their company, store, management, responsibilities, and future. But what makes TeamBuilder different is that SIRS' research compares associate and management attitudes with consumer opinions. This helps provide integrated analysis and comprehensive actionable recommendations. For example, if senior management believes your prices are superior to competition, but your employees and customers do not — you need to take specific action.

SIRS obtains feedback in areas such as comprehensive training, expectations, consistent management, compensation, cross training, and career opportunities — from all levels of the organization.

Key TeamBuilder Features:

- ★ Associate Attitudes Directly Relatable to Consumer Attitudes
- ★ Goals and Expectations
- ★ Views of Your Company vs. Competition
- ★ Performance Evaluation
- ★ Employee Performance/Reward Development
- ★ Team Action Plans
- ★ Trending Analysis

Maximize the value of TeamBuilder by utilizing SIRS' Experience in sharing a portion of the results and discussing action to be taken with associates. This increases participation, generates enthusiasm and creates an engaged and united organization. The best users of TeamBuilder have learned how to integrate bonus incentives with employee performance.

2. HOW WOULD A TYPICAL SHOPPER RATE OUR STORE COMPARED TO _____? WOULD THEY CONSIDER US...

	MUCH WORSE THAN	WORSE THAN	ABOUT EQUAL TO	BETTER THAN	MUCH BETTER THAN
Overall as a Place to Shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Value for the Money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fun & Enjoyable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Once the associate, senior management and consumer readings are taken, SIRS can help leverage the information and their experience by helping retailers relate realistic employee goals and expectations to day-to-day in-store actions as well as to compensation and other rewards and incentives.

Your associates impact how customers view your business – make sure it's positive by contacting SIRS and starting your TeamBuilder system today.



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For more information on other innovative SIRS' services, check the next issue of **Sales Opportunity Solutions**, visit our web site or contact SIRS directly.

SIRS is a new breed of full service market research company that offers the best tools to proactively adapt to rapidly changing markets, consumers, and competition. Offering award-winning quantitative and qualitative services to a variety of industries since 1985, SIRS helps companies integrate research sales predictive systems into their strategic planning – providing ongoing measurements and identifying specific solutions to ensure success. SIRS develops and manages research systems, not just individual projects – helping clients convert research into knowledge.