

Performance Perspective Survey

Your first step in building the perfect roadmap



Your Retail Team © 2020

PPS: What is it?

The PPS is designed to do 2 things:



Determine if you have a business we can help.



Identify where performance gaps are most likely to be found in key areas of your business.

Service

Culture

Operations

Training

Marketing

Financial

Retail

How much time does it take?



The survey is about 80 questions, most of them multiple choice. You can probably complete it all in 30-40 minutes, but we have it broken down into sections so you can complete it over several days if you would prefer.



The most important thing is to complete it honestly. The best results are achieved with focused intent on specific areas. You will see results quickly if we are focused on the right areas.



The Questions

- ▶ What are the questions? Can I see a copy before I complete the online survey?
- ▶ Absolutely. All questions can be found at the end of this document.



► Can I skip a question?

- A. Yes, you can. You are not forced to answer any question.

If you are unsure of how to answer a question, or are not comfortable with entering information into a survey, no problem!

Call us, email us, text us. We can provide clarity around the question, or take your answers in an alternative fashion - paper copy, in person, over the phone - whatever is most comfortable for you.

The most important part of the consulting/coaching relationship is TRUST. If you are not comfortable with ANY part of the process, please let us know right away. We will work with you to find a solution that works for you.

What happens next?



The survey will be reviewed to determine if we are the right fit for your business.



If we believe we can help you, our team will contact you to begin the next steps in the process.



If we're not a fit, we will let you know as soon as possible. We will recommend alternative solutions if we know of any.

The P.P.S. Questions

1. Year business established?
2. How many locations or branches does your business have?
3. Number of employees?
4. Annual revenue of your business?
5. Do you have a website that is used to sell your product or service?
6. Does your business have a Facebook, LinkedIn, or any other social media page?
7. Do you have strong repeat or referral business?
8. Which area is your PRIMARY concern?
9. Has your revenue consistently increased year-over-year? (Not including business disruption due to Covid-19)
10. In a few words what do you hope to achieve with our business partnership?
11. Are you committed to taking whatever steps are necessary to grow your business?
12. How much are you willing to spend to grow your business by 10%?

Business Basics

1. Do you have written customer service standards?
2. Do you have a written refund/exchange policy?
3. Do you ask for customer feedback?
4. Have you changed, or are you willing to change policy or procedure based on customer feedback?
5. What is your return percentage?
6. Have you received a customer complaint in the last 6 months?
7. Have you received a non-solicited positive customer review in the last 6 months?
8. Do you offer a personalized experience for all customers?
9. Do you know what percentage of your customers are return/repeat customers?
10. How frequently do your customers return?
11. How frequently do you think they could return?

Service

1. Do you have an employee handbook?
2. Do you offer Paid Time Off?
3. Do you have an Open-Door policy?
4. Do you offer a career path for your employees?
5. Does your team appear to work well together?
6. Do you socialize with your employees outside of work?
7. Are there under-performers on your team who are being paid the same, or similarly, to a high performer?
8. Do you offer bonuses or other financial rewards based upon performance? Note: This does not include any annual “normal” raises.
9. Do you offer perks such as meals, trips, etc.?
10. Do you ask for employee feedback or input on your business?
11. Do you ask for feedback on your own performance?
12. When you need a new employee, do you ask your team for referrals first?
13. Are there consequences for non or under-performance?

Culture: Owner Perspective

1. Do you have a Standard Operating Procedures, or Policy & Procedure manual?
2. Do you have a Loss Prevention program?
3. Do you have a Safety program? Note: This should be more than just the new Covid-19 related issues.
4. Do you have a “go-to” employee who knows everything - but it’s all in their head, not written?
5. Do you think you need written policies?
6. Do you have an organization chart?
7. Do you perform regular - no less than twice per year - self audits?
8. Is there a written plan in place to ensure business continuity with employee/owner absence?
9. As the owner, or primary business leader, do you think you are wearing too many hats?
10. What are the biggest stumbling blocks preventing you from passing some of those hats on to other people?
11. Do you have a written business plan? Is it current and kept updated? Or, outdated and collecting dust on a shelf?

Operations

1. Do you have a clear onboarding process for new hires?
2. Do you have a written job training plan for every position?
3. Do you train all employees on standard operating procedures?
4. Does every new hire have a dedicated trainer?
5. Are all employees trained on new product and service offerings, whether or not it directly impacts their own role?
6. Does every employee have written goals?
7. How often do you provide formal, 1-on-1 performance reviews?
8. Do you believe training your employees is important?
9. What prevents you from making training your #1 priority?
10. Do you think that every person in your organization is responsible for sales?

Training

1. Do you participate in community events such as street fairs, Walkabouts, etc?
2. Are you a member of a local Chamber, Main Street, or other networking organization?
3. Do you have a budget for marketing and advertising?
4. What is your primary means of customer acquisition?
5. Do you have a branding guide that includes your logo, colors, fonts so that they are used consistently across all marketing materials?
6. Do you have a posted Purpose Statement?
7. If you've used social media marketing in the past, was it successful? Why or why not?
8. Do you have ideas and plans for marketing, but just can't seem to execute on them?
9. What is the biggest hindrance to implementing your ideas?
10. Do you think that your business does not need the Internet or a Web presence to succeed?

Marketing

1. Do you review a P&L or Balance Sheet every month?
2. If your business was forced to close temporarily, how many months working capital do you have in the bank?
3. Do you review your pricing structure every 1-3 years?
4. Do you review your wage structure every 1-3 years?
5. Do you adjust spending based upon your financial reports?
6. Do you know the cost of customer acquisition?
7. Do you know the lifetime value of a customer?
8. Do you pay yourself a salary?
9. Do you know what your net income was for last month, without looking at a report?
10. Are you tracking category and product gross margins?
11. Do you think understanding your financial statements can improve revenue growth?

Finances

1. Do you maintain a current open-to-buy plan?
2. Do you have a written markdown strategy?
3. Do you primarily buy collections, or have a visual merchandising plan in mind? Or, do you buy items, things you like or think will sell, and worry about merchandising later? Again, what is your PRIMARY strategy, most buyers do a little of both.
4. How often do you completely re-merchandise your display windows?
5. How often do you completely re-merchandise your sales floor?
6. Is everyone on your team aware of sales goals?
7. Do you offer instore events such as trunk shows, private shopping parties, etc?
8. Do you track KPI's such as ADS, UPT, SPF?
9. Do you track conversion?
10. Do you have a traffic counter?
11. Is your sales team on a commission or SPIFF incentive?
12. What is your best-selling item, or category?
13. Have you clearly defined your target customer?
14. Describe your ideal customer.

Retail

1. If you have an employee handbook, do you find it useful?
2. Are you provided a fair amount of Paid Time Off (PTO)?
3. Do you believe you are paid a fair wage for the work you perform?
4. Would you leave this job if a better offer came along? Or, are you actively seeking a new job now?
5. Would you like to advance in your role with this company?
6. Do you trust and respect your immediate supervisor?
7. Can you speak up without fear of retaliation?
8. Do you enjoy your current role?
9. Are you happy with the work environment? i.e. comfortable conditions, lighting, temperature, work area, and tools.
10. Would you refer your friends to work here?
11. Can you depend upon your teammates?
12. Have you received adequate training?
13. Is there anything else about your work environment that you think we should be aware of?

Culture: Employee Perspective

(Surveys collected anonymously)