



LET'S GET YOU
CONNECTED

CUSTOMER PROFILE BUILDER

CUSTOMER SELECTION

BUYER PROFILE

GENDER

MALE

FEMALE

AGE

10
-19

20
-29

30
-39

40
-49

50
-59

60
-69

70+

HOW MANY USERS?

1

2

3

4

5

6

USER BANDWIDTH USAGE

LOW: 1Mbps
HIGH: 10Mbps

BUYER'S NAME

CATEGORIES



TV

COMPUTER/ TABLET

GAMING

APPLIANCES

REASON FOR
PURCHASE

NEW

UPGRADE

GIFT

OTHER

CONNECTED DEVICES

OF COMPUTERS

OF HD TVS

OF SD TVS

OF TABLETS

GAMING CONSOLES

XBOX

PS3

WII

OTHER

OTHER CONNECTED DEVICES

CONTENT PROFILE

TECH APTITUDE

LOW

MEDIUM

HIGH

STREAMING CONSUMPTION

LOW

MEDIUM

HIGH

TV USE

LOW

MEDIUM

HIGH

MOVIE VIEWING

LOW

MEDIUM

HIGH

SPORTS VIEWING

LOW

MEDIUM

HIGH

GAMING

GIFT BUYER

FAMILY/
SOCIAL

CORE

CONNECTIONS PROFILE

INTERNET SOURCE

CABLE

OTHER

INTERNET SPEED

LOW

MEDIUM

HIGH

WI-FI

YES

NO

VIDEO SOURCE

CABLE

DIRECTV

OTHER

VIDEO PLAN

BASIC

PREMIUM

HOME PHONE

NONE

VOIP

LANDLINE

CURRENT PRICING

INTERNET

VIDEO

HOME PHONE

TOTAL



ROLE-PLAY SCENARIO

CUSTOMER CARD



INSTRUCTIONS

THREE ROLES PER SCENARIO:

CUSTOMER:

You are the person shopping in the store. Read your card carefully and respond accordingly.

CONSULTANT:

You are the employee engaging the Customer. Read your card carefully and respond accordingly.

LEAD:

Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected.

CUSTOMER INTRO:

A Customer who comes in to purchase a TV, Computer, Tablet, Gaming Product or Appliance is a potential Connections Opportunity.

We need to honor what the Customer came in for **and** listen for opportunities to transition into a relevant Connections conversation, ask questions to develop Connections Opportunities and Deliver Quality Hand-Tos to Connections Leads.

You are the Customer. Use the Customer Profile Builder worksheet to build your Customer profile. Select a product for the category you selected from the choices available.

Let the Consultant know the Product you are buying, but don't give away any other facts - wait until asked for them during the role-play activity. The Lead will play the role of Connections Lead in the Hand-To.



ROLE-PLAY SCENARIO

CUSTOMER CARD



IMPORTANT CALL-OUTS

At the end of the role-play activity provide feedback to the Consultant as follows:

1. Did the Consultant honor what you came into Best Buy to purchase?
2. Did the Consultant use a Customer Experience Worksheet when serving you?
3. Did the Consultant:

LISTEN: Listen for opportunities to start a relevant Connections conversation with you?

ASK: Ask questions to develop quality Connections Opportunities with you?

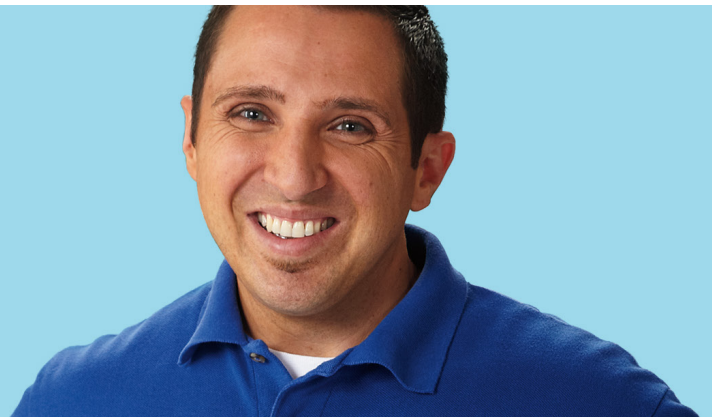
DO: Deliver a Quality Hand-To to the Connections Lead?

4. If the Consultant did not deliver a Connections Hand-To, did they make you aware of Best Buy's Connections Service(s)?
5. Did the Connections interaction feel like a natural extension of your purchase experience?



ROLE-PLAY SCENARIO

CONSULTANT CARD



INSTRUCTIONS

THREE ROLES PER SCENARIO:

CUSTOMER:

You are the person shopping in the store. Read your card carefully and respond accordingly.

CONSULTANT:

You are the employee engaging the Customer. Read your card carefully and respond accordingly.

LEAD:

Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected.

CONSULTANT INTRO:

A Customer who comes in to purchase a TV, Computer, Tablet, Gaming Product or Appliance is a potential Connections Opportunity.

We need to honor what the Customer came in for **and** listen for opportunities to transition into a relevant Connections conversation, ask questions to develop Connections Opportunities and Deliver Quality Connections Hand-Tos to Connections Leads.

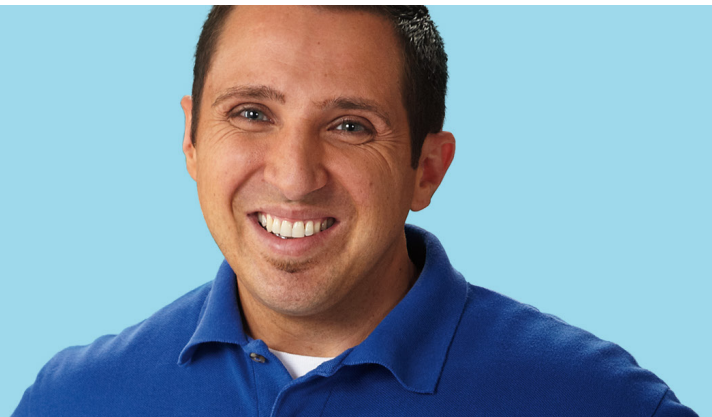
You are the Sales Consultant. The Customer will tell you what they came to Best Buy to purchase (actual product).

The Lead will play the role of Connections Lead in the Hand-To.



ROLE-PLAY SCENARIO

CONSULTANT CARD



IMPORTANT CALL-OUTS

1. You must first honor what the Customer came to Best Buy for.
2. You must use your Customer Experience Worksheet when serving the Customer.
3. You are expected to:
 - LISTEN:** Listen for opportunities to start a relevant Connections conversation with the Customer.
 - ASK:** Ask questions to develop quality Connections Opportunities with the Customer.
 - DO:** Deliver a Quality Hand-To to the Connections Lead.
4. If you do not think it appropriate to deliver a Hand-To, you should still look for an opportunity to make the Customer aware of Best Buy's Connections Service(s).
5. The Connections interaction should feel (to the Customer) like a natural extension of their purchase experience.



ROLE-PLAY SCENARIO

LEAD CARD



INSTRUCTIONS

THREE ROLES PER SCENARIO:

CUSTOMER:

You are the person shopping in the store. Read your card carefully and respond accordingly.

CONSULTANT:

You are the employee engaging the Customer. Read your card carefully and respond accordingly.

LEAD:

Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected.

LEAD INTRO:

A Customer who comes in to purchase a TV, Computer, Tablet, Gaming Product or Appliance is a potential Connections Opportunity.

We need to honor what the Customer came in for **and** listen for opportunities to transition into a relevant Connections conversation, ask questions to develop Connections Opportunities and Deliver Quality Connections Hand-Tos to Connections Leads.

You are the Connections Lead. You will coach the sales interaction and provide real-time feedback. Repeat until perfected.

You will also play the role of Connections Lead in the Hand-To.



ROLE-PLAY SCENARIO

LEAD CARD



THINGS TO LISTEN FOR

At the end of the role-play activity provide feedback to the Consultant as follows:

1. Did the Consultant first honor what the Customer came to Best Buy for?
2. Did the Consultant use a Customer Experience Worksheet when serving the Customer?
3. Did the Consultant:

LISTEN: Listen for opportunities to start relevant Connections conversations with the Customer?

ASK: Ask questions to develop a quality Connections Opportunity with the Customer?

DO: Deliver a Quality Hand-To to the Connections Lead?

4. If the Consultant did not deliver a Connections Hand-To, did they make the Customer aware of Best Buy's Connections Service(s)?
5. Did the Connections interaction appear to be a natural extension of your purchase experience?



ROLE-PLAY SCENARIO

CUSTOMER COACHING CARD



INSTRUCTIONS

THREE ROLES PER SCENARIO:

CUSTOMER/COACH:

Initially you are the person shopping in the store. After interacting with the Consultant as the Customer you will take the role of observing the Consultant/Lead coaching interaction and will provide feedback. Read your card carefully and respond accordingly.

CONSULTANT:

You are the employee engaging the Customer. Read your card carefully and respond accordingly.

LEAD:

You are the Lead coaching the Consultant. Read your card carefully and respond accordingly.

CUSTOMER INTRO:

A Customer who comes in to purchase a TV, Computer, Tablet, Gaming Product or Appliance is a potential Connections Opportunity.

We need to honor what the Customer came in for **and** listen for opportunities to transition into a relevant Connections conversation, ask questions to develop Connections Opportunities and Deliver Quality Hand-Tos to Connections Leads.

You are the Customer. Use the Customer Profile Builder worksheet to build your Customer profile. Select a product for the category you selected from the choices available. Tell the Consultant what you came to Best Buy to purchase (actual product), but do not give away any other facts - wait until asked for them in the role-play activity.

The objective of the Role-Play Activity is for the Consultant to provide a coaching opportunity for the Connections Lead by failing to perform the Customer Interaction perfectly. The Consultant will tell you how they plan to "fail" the interaction. Please support the role-play activity accordingly.



ROLE-PLAY SCENARIO

CUSTOMER COACHING CARD



IMPORTANT CALL-OUTS

The Customer (Observing the Coaching Interaction) will provide feedback on the Coaching Interaction:

1. Did the Lead coach the Consultant following the 4-Step Coaching Process?
 - a. Describe What You Observed
 - b. Recognize Good Performance or Point Out Improvement Opportunity
 - c. Explain the Impact: Why It Matters
 - d. Emphasize at Least One Thing to Work On
2. Did the Lead end the Coaching Interaction by letting the Consultant know when they are available, how to contact them and with a plan for follow-up?



ROLE-PLAY SCENARIO

CONSULTANT COACHING

CARD



INSTRUCTIONS

THREE ROLES PER SCENARIO:

CUSTOMER/COACH:

Initially you are the person shopping in the store. After interacting with the Consultant as the Customer you will take the role of observing the Consultant/Lead coaching interaction and will provide feedback. Read your card carefully and respond accordingly.

CONSULTANT:

You are the employee engaging the Customer. Read your card carefully and respond accordingly.

LEAD:

You are the Lead coaching the Consultant. Read your card carefully and respond accordingly.

CONSULTANT INTRO:

A Customer who comes in to purchase a TV, Computer, Tablet, Gaming Product or Appliance is a potential Connections Opportunity.

We need to honor what the Customer came in for **and** listen for opportunities to transition into a relevant Connections conversation, ask questions to develop Connections Opportunities and Deliver Quality Hand-Tos to Connections Leads.

You are the Consultant. The Customer will tell you what they came to Best Buy to purchase (actual product). The objective of the Role-Play Activity is for the Consultant to provide a coaching opportunity for the Connections Lead by failing to perform the Customer Interaction perfectly.

You will select one of 6 Coaching Moments, and will tell the Customer the Coaching Moment you selected to enable them to support the role-play activity. You will perform a brief Customer interaction which fails in the manner selected.

The Lead will observe the Customer interaction, then coach you (the Consultant) on what was observed.



ROLE-PLAY SCENARIO

CONSULTANT COACHING

CARD



IMPORTANT CALL-OUTS

1. You must first honor what the Customer came to Best Buy for and use your Customer Experience Worksheet when serving the Customer.
2. You will provide a coaching opportunity by failing to develop a Connections Opportunity or by failing to deliver a Quality Hand-To (Follow the Coaching Moment selected).
3. Upon completion of the Coaching Moment you will quickly end the Customer Interaction to allow the Connections Lead to Coach you on what was observed.

6 COACHING MOMENTS

SCENARIO #1: Consultant Not "Activated"

Not aware of relevance and importance of Connections to Best Buy's business and their specific role

SCENARIO #2: Consultant Not "Listening"

Light bulb did not go off, despite positive Customer responses

SCENARIO #3: Consultant Not "Asking"

Did not ask **the right** kind of questions to determine if a Hand-To is necessary

SCENARIO #4: Consultant Not "Doing"

Bad Hand-To **Unable To Gain Agreement**

SCENARIO #5: Consultant Not "Doing"

Bad Hand-To **Incomplete Hand-To**

SCENARIO #6: Consultant Not "Doing"

Bad Hand-To **Incomplete Hand-Back**



ROLE-PLAY SCENARIO

LEAD COACHING CARD



INSTRUCTIONS

THREE ROLES PER SCENARIO:

CUSTOMER/COACH:

Initially you are the person shopping in the store. After interacting with the Consultant as the Customer you will take the role of observing the Consultant/Lead coaching interaction and will provide feedback. Read your card carefully and respond accordingly.

CONSULTANT:

You are the employee engaging the Customer. Read your card carefully and respond accordingly.

LEAD:

You are the Lead coaching the Consultant. Read your card carefully and respond accordingly.

LEAD INTRO:

A Customer who comes in to purchase a TV, Computer, Tablet, Gaming Product or Appliance is a potential Connections Opportunity.

We need to honor what the Customer came in for **and** listen for opportunities to transition into a relevant Connections conversation, ask questions to develop Connections Opportunities and Deliver Quality Hand-Tos to Connections Leads.

The objective of the Role-Play Activity is for the Consultant to provide a coaching opportunity for the Connections Lead by failing to perform the Customer interaction perfectly.

You are the Lead. You will observe the Customer Interaction, identify the Coaching Moment and wait for the Customer Interaction to end. You will coach the Consultant based on what was observed.



ROLE-PLAY SCENARIO

LEAD COACHING CARD



IMPORTANT CALL-OUTS

1. You will Coach the Consultant following the 4-Step Coaching Process:
 - a. Describe What You Observed
 - b. Recognize Good Performance or Point Out Improvement Opportunity
 - c. Explain the Impact: Why It Matters
 - d. Emphasize at Least One Thing to Work On
2. You will end the Coaching Interaction by letting the Consultant know when you're available, how to contact you and with a plan for follow-up.
3. The Customer (Observing the Coaching Interaction) will provide feedback on the Coaching Interaction.





QUALITY CONNECTIONS HAND-TO

WHAT IS A QUALITY CONNECTIONS HAND-TO?

1. **Honor what the Customer came in for:** i.e. product or experience.
2. **Use your CEW:** Follow your normal sales process.
3. **Identify Connections Opportunity:** What did the Customer say that makes a “light bulb” go off that they may need a better connection. (Information from the Selling Guide for Connections).
4. **Ask the questions to determine if a Hand-To is necessary:** How their current equipment and/or provider is not meeting their needs e.g. Lag, buffering, poor picture quality.
5. **Gain agreement:** Ask if the Customer would like to speak with a Connections Sales Lead.
6. **Perform a Quality Hand-To. (Action)**
 - **Repeat what you know**
 - (1) What the Customer came in for
 - (2) Connections Opportunity you identified
 - (3) What you discovered
 - **Next steps for the Customer**
 - (1) After the Connections Sales Lead is finished, what does the Customer do next?
 - (2) Plan the Hand-Back: Do they need to go back to the Sales Consultant to finish their sales interaction/transaction? i.e. purchase hardware, delivery, and install or is the Customer finished/able to move on.



ACCOUNTABILITY **CHECK**

LEAD ROLE

INTRODUCTION:

WE HAVE COVERED A NUMBER OF ELEMENTS THAT YOU WILL NEED TO EXECUTE WHEN YOU RETURN TO YOUR STORE.

ACTIVITY:

STEP 1:

- PLEASE TAKE A FEW MINUTES TO REVIEW THE LIST OF SOME OF THE THINGS THAT YOU WILL NEED TO DO WHEN YOU GET BACK TO YOUR STORE. YOU CAN ADD ITEMS TO THE LIST.
- NOW THAT YOU HAVE STARTED YOUR LIST, RATE YOUR CURRENT SKILL LEVEL OR CONFIDENCE LEVEL FOR EACH ITEM ON A SCALE OF 1-10 (1 IS LOW, 10 IS HIGH).
- NEXT, IN THE THIRD COLUMN, ADD YOUR ASSESSMENT OF THE IMPACT IMPROVEMENT EACH ITEM WILL HAVE ON YOUR EFFECTIVENESS/RESULTS (LOW, MEDIUM, HIGH).
 - HIGH MEANS THAT IMPROVING THIS AREA WILL HAVE A BIG IMPACT ON YOUR SKILLS, PERFORMANCE **AND** RESULTS.
- PLEASE TAKE A FEW MINUTES TO START THIS.



ACCOUNTABILITY **CHECK**

LEAD ROLE

STEP 2:

- NOW LET'S DEMONSTRATE A POWERFUL TOOL YOU HAVE TO HELP YOU ACHIEVE SUCCESS.
- PLEASE BREAK INTO GROUPS OF 6...

STEP 3

- WE NEED A VOLUNTEER IN EACH GROUP TO GO FIRST.
- PLEASE IDENTIFY AN ITEM ON YOUR LIST WHICH YOU HAVE GIVEN A LOW SKILL OR CONFIDENCE LEVEL (UNDER 5), BUT WHICH HAS A HIGH (OR MEDIUM) IMPACT RATING.
 - **THIS IS A HIGH IMPACT PERSONAL IMPROVEMENT/EXECUTION OPPORTUNITY.**
- PLEASE READ THE ITEM YOU HAVE SELECTED TO YOUR TEAMMATES.
- YOUR TEAMMATES WILL THEN GIVE YOU SUGGESTIONS FOR HOW YOU CAN TAKE ACTION TO IMPROVE YOUR SKILL/CONFIDENCE LEVEL IN YOUR SELECTED ITEM. HOW YOU CAN OVERCOME YOUR PERSONAL KRYPTONITE!

RULES:

YOU MAY ONLY SAY "THANK-YOU" TO EACH OF YOUR COLLEAGUES, NO DISCUSSION.

STEP 4

- NOW THAT YOU HAVE RECEIVED SUGGESTIONS FROM YOUR COLLEAGUES - **DECISION TIME**. WHAT COURSE OF ACTION ARE YOU GOING TO TAKE TO IMPROVE YOUR SKILL/CONFIDENCE LEVEL IN YOUR SELECTED ITEM?
- YOUR OPTIONS ARE TO USE ONE OF THE SUGGESTIONS MADE TO YOU OR TO "GO IT ALONE" WITH SOMETHING THAT OCCURRED TO YOU BECAUSE OF THE SUGGESTIONS YOU JUST RECEIVED.

STEP 5

- PLEASE SELECT A VOLUNTEER TO BE YOUR ACCOUNTABILITY PARTNER (PERHAPS SOMEONE IN YOUR DISTRICT, OR EVEN YOUR STORE). YOU WILL CALL/CONTACT YOUR ACCOUNTABILITY PARTNER TO LET THEM KNOW WHETHER YOU HAVE COMPLETED YOUR COURSE OF ACTION BY THE DATE YOU ASSIGNED.

STEP 6

- REPEAT STEPS 1-5 FOR ALL PEOPLE IN YOUR GROUP.
- EACH PERSON HAS UP TO 3 MINUTES TO COMPLETE THE PROCESS.
- WE HAVE ABOUT 20 MINUTES TO COMPLETE THIS.

STEP 7

- WRITE OUT AN **ACCOUNTABILITY CHECK**:
 - WRITE DOWN WHAT YOU'RE GOING TO DO TO IMPROVE YOUR SKILL/CONFIDENCE LEVEL IN YOUR SELECTED ITEM AND TO STATE WHEN YOU WILL DO IT (BE VERY SPECIFIC).
 - WRITE DOWN THE IMPACT ON YOUR RESULTS YOU MAY EXPECT TO ENJOY AS A RESULT OF IMPROVING YOUR SKILL/CONFIDENCE LEVEL IN YOUR SELECTED AREA.
 - ALSO, WRITE DOWN THE CONSEQUENCE (SELF-IMPOSED) YOU'RE PREPARED TO LIVE WITH IF YOU DON'T DO WHAT YOU SAID - BY WHEN YOU SAID YOU'D DO IT.



ACCOUNTABILITY **CHECK**

LEAD ROLE

ITEMS I NEED TO DO IN MY STORE

MY CURRENT SKILL LEVEL/ CONFIDENCE LEVEL (1-10)

IMPACT ON MY RESULTS (LOW, MEDIUM, HIGH)

ACTIVATE

- Thursday Leadership meetings
- Maintain Leadership and Consultant awareness

ENGAGE

- Educate Sales Consultants

SUSTAIN & GROW

- Coach Sales Consultants
- Sell to and follow up with Customers
- Update and coordinate with Leadership and Consultants
- Coordinate with Vendors (see Vendor Partner Promises)

VENDOR PARTNER **PROMISES**

OUR PROMISES TO OUR PARTNERS	Acquire more Customers
	Acquire better Customers
	Acquire Customers more efficiently
	Increase new Customer satisfaction and retention
	Represent offerings fairly and accurately



ACCOUNTABILITY **CHECK**

LEAD ROLE

ITEM I NEED TO DO IN MY STORE	
MY CURRENT SKILL/CONFIDENCE LEVEL IN THIS ITEM (1-10)	
IMPACT ON MY RESULTS (LOW, MEDIUM, HIGH)	
COURSE OF ACTION I WILL TAKE TO IMPROVE MY SKILL/ CONFIDENCE LEVEL	
EXPECTED IMPACT ON MY RESULTS	
THE CONSEQUENCE OF NOT DOING WHAT I SAID I'D DO BY THE DATE I SAID I'D DO IT	
MY ACCOUNTABILITY PARTNER IS:	NAME: TELEPHONE #:



ACCOUNTABILITY **CHECK**

SUPERVISOR ROLE

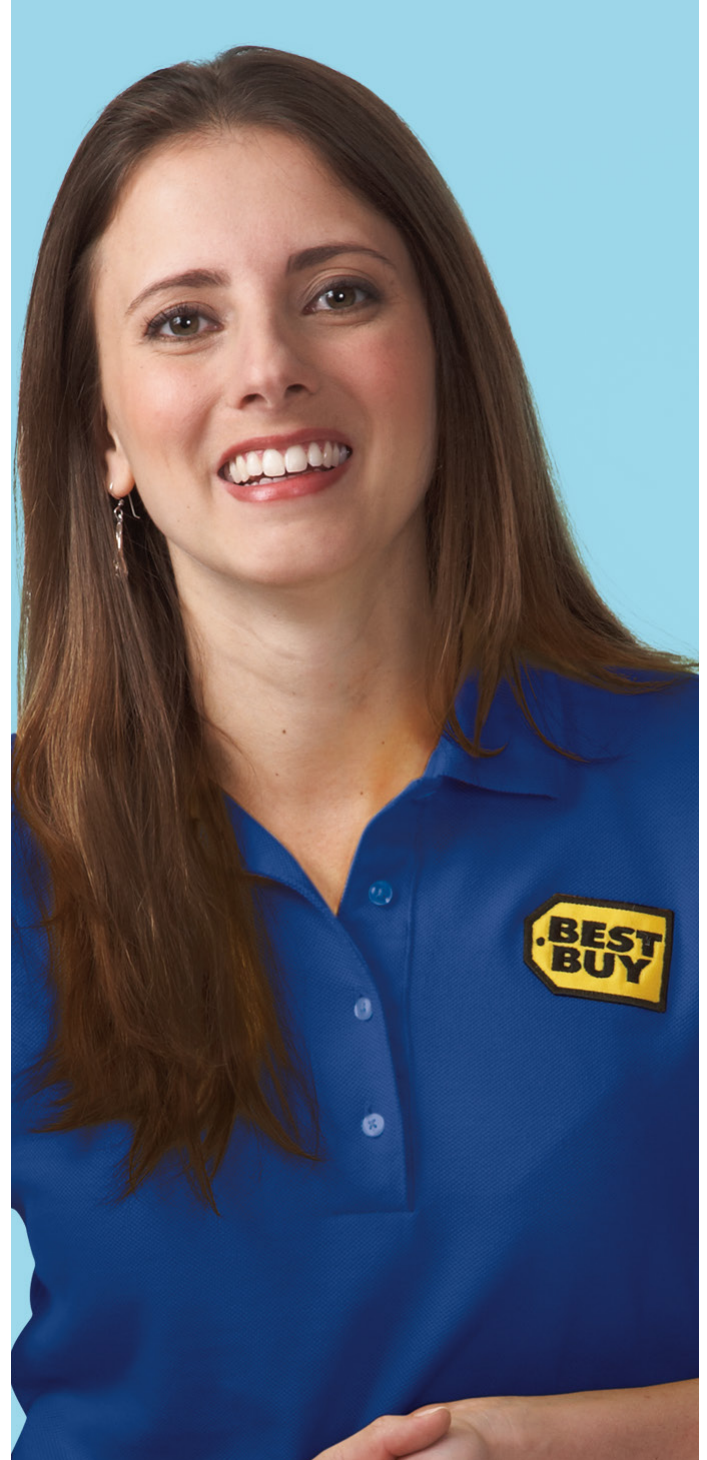
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ACTIVITY:

STEP 1:

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- NOW THAT YOU HAVE STARTED YOUR LIST, RATE YOUR CURRENT SKILL LEVEL OR CONFIDENCE LEVEL FOR EACH ITEM ON A SCALE OF 1-10 (1 IS LOW, 10 IS HIGH).
- NEXT, IN THE THIRD COLUMN, ADD YOUR ASSESSMENT OF THE IMPACT IMPROVEMENT EACH ITEM WILL HAVE ON YOUR EFFECTIVENESS/RESULTS (LOW, MEDIUM, HIGH).
 - HIGH MEANS THAT IMPROVING THIS AREA WILL HAVE A BIG IMPACT ON YOUR SKILLS, PERFORMANCE **AND** RESULTS.
- PLEASE TAKE A FEW MINUTES TO START THIS.



ACCOUNTABILITY CHECK

SUPERVISOR ROLE

STEP 2:

- NOW LET'S DEMONSTRATE A POWERFUL TOOL YOU HAVE TO HELP YOU ACHIEVE SUCCESS.
- PLEASE BREAK INTO GROUPS OF 6...

STEP 3

- WE NEED A VOLUNTEER IN EACH GROUP TO GO FIRST.
- PLEASE IDENTIFY AN ITEM ON YOUR LIST WHICH YOU HAVE GIVEN A LOW SKILL OR CONFIDENCE LEVEL (UNDER 5), BUT WHICH HAS A HIGH (OR MEDIUM) IMPACT RATING.
 - **THIS IS A HIGH IMPACT PERSONAL IMPROVEMENT/EXECUTION OPPORTUNITY.**
- PLEASE READ THE ITEM YOU HAVE SELECTED TO YOUR TEAMMATES.
- YOUR TEAMMATES WILL THEN GIVE YOU SUGGESTIONS FOR HOW YOU CAN TAKE ACTION TO IMPROVE YOUR SKILL/CONFIDENCE LEVEL IN YOUR SELECTED ITEM. HOW YOU CAN OVERCOME YOUR PERSONAL KRYPTONITE!

RULES:

YOU MAY ONLY SAY "THANK-YOU" TO EACH OF YOUR COLLEAGUES, NO DISCUSSION.

STEP 4

- NOW THAT YOU HAVE RECEIVED SUGGESTIONS FROM YOUR COLLEAGUES - **DECISION TIME**. WHAT COURSE OF ACTION ARE YOU GOING TO TAKE TO IMPROVE YOUR SKILL/CONFIDENCE LEVEL IN YOUR SELECTED ITEM?
- YOUR OPTIONS ARE TO USE ONE OF THE SUGGESTIONS MADE TO YOU OR TO "GO IT ALONE" WITH SOMETHING THAT OCCURRED TO YOU BECAUSE OF THE SUGGESTIONS YOU JUST RECEIVED.

STEP 5

- PLEASE SELECT A VOLUNTEER TO BE YOUR ACCOUNTABILITY PARTNER (PERHAPS SOMEONE IN YOUR DISTRICT, OR EVEN YOUR STORE). YOU WILL CALL/CONTACT YOUR ACCOUNTABILITY PARTNER TO LET THEM KNOW WHETHER YOU HAVE COMPLETED YOUR COURSE OF ACTION BY THE DATE YOU ASSIGNED.

STEP 6

- REPEAT STEPS 1-5 FOR ALL PEOPLE IN YOUR GROUP.
- EACH PERSON HAS UP TO 3 MINUTES TO COMPLETE THE PROCESS.
- WE HAVE ABOUT 20 MINUTES TO COMPLETE THIS.

STEP 7

- WRITE OUT AN **ACCOUNTABILITY CHECK**:
 - WRITE DOWN WHAT YOU'RE GOING TO DO TO IMPROVE YOUR SKILL/CONFIDENCE LEVEL IN YOUR SELECTED ITEM AND TO STATE WHEN YOU WILL DO IT (BE VERY SPECIFIC).
 - WRITE DOWN THE IMPACT ON YOUR RESULTS YOU MAY EXPECT TO ENJOY AS A RESULT OF IMPROVING YOUR SKILL/CONFIDENCE LEVEL IN YOUR SELECTED AREA.
 - ALSO, WRITE DOWN THE CONSEQUENCE (SELF-IMPOSED) YOU'RE PREPARED TO LIVE WITH IF YOU DON'T DO WHAT YOU SAID - BY WHEN YOU SAID YOU'D DO IT.



ACCOUNTABILITY **CHECK**

SUPERVISOR ROLE

ITEMS I NEED TO DO IN MY STORE

MY CURRENT SKILL LEVEL/ CONFIDENCE LEVEL (1-10)

IMPACT ON MY RESULTS (LOW, MEDIUM, HIGH)

ACTIVATE

- Communicate Connections Sales Lead strategy and set individual behavioral expectations with direct reports, gain commitment from peers to do the same

ENGAGE

- Coach Consultants to develop Quality Connections Opportunities and Deliver Quality Connections Hand-Tos as a natural part of customer interactions.
- Support Connections Leads' training of Consultants to deliver Quality Hand-Tos.

SUSTAIN & GROW

- Include Connections Performance and expected behaviors in coaching/one-on ones/ development plans for all direct reports.
- Identify behavioral opportunities to meet Connections Goals.
- Celebrate success and co-create a plan of action to address identified opportunities.



ACCOUNTABILITY **CHECK**

SUPERVISOR ROLE

ITEM I NEED TO DO IN MY STORE	
MY CURRENT SKILL/CONFIDENCE LEVEL IN THIS ITEM (1-10)	
IMPACT ON MY RESULTS (LOW, MEDIUM, HIGH)	
COURSE OF ACTION I WILL TAKE TO IMPROVE MY SKILL/ CONFIDENCE LEVEL	
EXPECTED IMPACT ON MY RESULTS	
THE CONSEQUENCE OF NOT DOING WHAT I SAID I'D DO BY THE DATE I SAID I'D DO IT	
MY ACCOUNTABILITY PARTNER IS:	NAME: TELEPHONE #:



ACCOUNTABILITY **CHECK**

MANAGER ROLE

INTRODUCTION:

WE HAVE COVERED A NUMBER OF ELEMENTS THAT YOU WILL NEED TO EXECUTE WHEN YOU RETURN TO YOUR STORE.

ACTIVITY:

STEP 1:

- PLEASE TAKE A FEW MINUTES TO REVIEW THE LIST OF SOME OF THE THINGS THAT YOU WILL NEED TO DO WHEN YOU GET BACK TO YOUR STORE. YOU CAN ADD ITEMS TO THE LIST.
- NOW THAT YOU HAVE STARTED YOUR LIST, RATE YOUR CURRENT SKILL LEVEL OR CONFIDENCE LEVEL FOR EACH ITEM ON A SCALE OF 1-10 (1 IS LOW, 10 IS HIGH).
- NEXT, IN THE THIRD COLUMN, ADD YOUR ASSESSMENT OF THE IMPACT IMPROVEMENT EACH ITEM WILL HAVE ON YOUR EFFECTIVENESS/RESULTS (LOW, MEDIUM, HIGH).
 - HIGH MEANS THAT IMPROVING THIS AREA WILL HAVE A BIG IMPACT ON YOUR SKILLS, PERFORMANCE **AND** RESULTS.
- PLEASE TAKE A FEW MINUTES TO START THIS.



ACCOUNTABILITY **CHECK**

MANAGER ROLE

STEP 2:

- NOW LET'S DEMONSTRATE A POWERFUL TOOL YOU HAVE TO HELP YOU ACHIEVE SUCCESS.
- PLEASE BREAK INTO GROUPS OF 6...

STEP 3

- WE NEED A VOLUNTEER IN EACH GROUP TO GO FIRST.
- PLEASE IDENTIFY AN ITEM ON YOUR LIST WHICH YOU HAVE GIVEN A LOW SKILL OR CONFIDENCE LEVEL (UNDER 5), BUT WHICH HAS A HIGH (OR MEDIUM) IMPACT RATING.
 - **THIS IS A HIGH IMPACT PERSONAL IMPROVEMENT/EXECUTION OPPORTUNITY.**
- PLEASE READ THE ITEM YOU HAVE SELECTED TO YOUR TEAMMATES.
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RULES:

YOU MAY ONLY SAY "THANK-YOU" TO EACH OF YOUR COLLEAGUES, NO DISCUSSION.

STEP 4

- NOW THAT YOU HAVE RECEIVED SUGGESTIONS FROM YOUR COLLEAGUES - **DECISION TIME**. WHAT COURSE OF ACTION ARE YOU GOING TO TAKE TO IMPROVE YOUR SKILL/CONFIDENCE LEVEL IN YOUR SELECTED ITEM?
- YOUR OPTIONS ARE TO USE ONE OF THE SUGGESTIONS MADE TO YOU OR TO "GO IT ALONE" WITH SOMETHING THAT OCCURRED TO YOU BECAUSE OF THE SUGGESTIONS YOU JUST RECEIVED.

STEP 5

- PLEASE SELECT A VOLUNTEER TO BE YOUR ACCOUNTABILITY PARTNER (PERHAPS SOMEONE IN YOUR DISTRICT, OR EVEN YOUR STORE). YOU WILL CALL/CONTACT YOUR ACCOUNTABILITY PARTNER TO LET THEM KNOW WHETHER YOU HAVE COMPLETED YOUR COURSE OF ACTION BY THE DATE YOU ASSIGNED.

STEP 6

- REPEAT STEPS 1-5 FOR ALL PEOPLE IN YOUR GROUP.
- EACH PERSON HAS UP TO 3 MINUTES TO COMPLETE THE PROCESS.
- WE HAVE ABOUT 20 MINUTES TO COMPLETE THIS.

STEP 7

- WRITE OUT AN **ACCOUNTABILITY CHECK**:
 - WRITE DOWN WHAT YOU'RE GOING TO DO TO IMPROVE YOUR SKILL/CONFIDENCE LEVEL IN YOUR SELECTED ITEM AND TO STATE WHEN YOU WILL DO IT (BE VERY SPECIFIC).
 - WRITE DOWN THE IMPACT ON YOUR RESULTS YOU MAY EXPECT TO ENJOY AS A RESULT OF IMPROVING YOUR SKILL/CONFIDENCE LEVEL IN YOUR SELECTED AREA.
 - ALSO, WRITE DOWN THE CONSEQUENCE (SELF-IMPOSED) YOU'RE PREPARED TO LIVE WITH IF YOU DON'T DO WHAT YOU SAID - BY WHEN YOU SAID YOU'D DO IT.



ACCOUNTABILITY **CHECK**

MANAGER ROLE

ITEMS I NEED TO DO IN MY STORE

MY CURRENT SKILL LEVEL/ CONFIDENCE LEVEL (1-10)

IMPACT ON MY RESULTS (LOW, MEDIUM, HIGH)

ACTIVATE

- Communicate Connections Sales Lead strategy and set individual behavioral expectations with direct reports, gain commitment from peers to do the same
- Lead the change of store culture (for Connections).
- Align store Leadership with Connections goals, and include in business plans

ENGAGE

- Include "relevant Connections conversations with customers" in Customer Experience goals.
- Set expectations for and coach Supervisors on their Connections role.

SUSTAIN & GROW

- Schedule and hire Connections labor to plan.
- Include Connections performance in Supervisor/Lead development.
- Celebrate success, and co-create plans to address opportunities



ACCOUNTABILITY **CHECK**

MANAGER ROLE

ITEM I NEED TO DO IN MY STORE	
MY CURRENT SKILL/CONFIDENCE LEVEL IN THIS ITEM (1-10)	
IMPACT ON MY RESULTS (LOW, MEDIUM, HIGH)	
COURSE OF ACTION I WILL TAKE TO IMPROVE MY SKILL/ CONFIDENCE LEVEL	
EXPECTED IMPACT ON MY RESULTS	
THE CONSEQUENCE OF NOT DOING WHAT I SAID I'D DO BY THE DATE I SAID I'D DO IT	
MY ACCOUNTABILITY PARTNER IS:	NAME: TELEPHONE #:



CONNECTIONS LAS VEGAS

RELAUNCH AGENDA: DAY 1 & 2

DAY 1	TIME	SESSION
	8:30AM-10AM	The importance of the Connections Strategy to Best Buy
	10AM-12:10PM	Vendor 2.0 - Cox
	12:10PM-1:10PM	Lunch
	1:10PM-2:40PM	Vendor 2.0 - DirecTV
	2:40PM-4:50PM	Vendor 2.0 - CenturyLink
	4:50PM-5:30PM	Q&A; Align for Day 2 with Store Leadership

DAY 2	TIME	SESSION
	8:30AM-9:20AM	The importance of the Connections Strategy to Best Buy
	9:20AM-12:30PM	Building the Connections Business (Changing the Culture)
	12:30PM-1:30PM	Lunch
	1:30PM-3:40PM	Business, Compensation and Tools 2.0
	3:40PM-4PM	Taking the Lead Roles in Connections (Q&A)
	4PM-5:30PM	Taking the Lead Roles in Connections (Accountability Check and Action Plan)

CONNECTIONS ACTION PLAN

ROLE:

R = Responsible: Owns the Process/Activity

A = Accountable: Must Approve the Process/Activity before it is effective

S = Supportive: Can provide resource and/or capability necessary to complete the work

C = Consulted: Has information necessary to complete the Process/Activity

I = Informed: Must be notified of results, but need not be consulted

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[illegible]

CONNECTIONS SALES LEAD

JOB DESCRIPTION

The Connections Sales Lead will provide knowledgeable and impartial advice on Connections for Customers by comparing service providers' benefits and costs, and selecting and transacting the service that meets the Customers' experience needs. The Connections Sales Lead will rely on Sales Consultants throughout the store to engage Customers in relevant Connections conversations. This will require the Connections Sales Lead to model Sales behaviors as well as act as a Coach and Captain.



SALES

Receive Hand-Tos from Sales Consultants throughout the store and provide the impartial comparison, selection and transaction for Connections services.

Actively approach and engage Customers throughout the store, honoring the purpose of the Customer's visit and establishing relevance of Connections. Provide Customers with the impartial comparison, selection and transaction of Connections services.

COACH & CAPTAIN

Inform the GM, managers, and supervisor regularly on the store's progress toward the desired Customer experience. Identify behavioral opportunities throughout the store to engage Customers in a Connections conversation and increase hand-to's. Partner with the GM and Sales Managers to provide storewide reinforcement of behaviors. Partner with Supervisors to train, reinforce and coach Sales Consultants throughout the store on expected behaviors.

Act as an ambassador and single point of contact for local service providers and help train on any programming and/or offer changes. Communicate training needs to local service providers and collaborate on a plan to address those training needs.

