



**Executive Consultant
Job Responsibilities
and
Performance Evaluation**

Associate's Name _____

Associate # _____

Today's Date _____

Store _____

Authorized _____

Signature _____

This evaluation is to be done TOGETHER with Executive Consultant and his/her Manager/Sales Manager/Senior Manager

EXECUTIVE CONSULTANT SALES PERFORMANCE

Review month end and YTD figures from Sales Performance Report

As of month/year: _____

	<u>Month</u>	<u>YTD</u>
Grooms		
Units		
Average Rental		
Retail Dollars		

1. Is Executive Consultant in the upper half of the region on above categories?
2. How many hours do they average per week so far this year? (Get from HR dept.)
3. Will this Executive Consultant work 42 weeks this year?
4. Is consultant aware that Executive status may change if criteria outlined in job description is not met?

Comments on Sales Performance

TUXEDO JUNCTION
EXECUTIVE CONSULTANT'S
JOB RESPONSIBILITY/PERFORMANCE EVALUATION

I CUSTOMER TRANSACTIONS

	Excellent	Good	Not Acceptable
A Routine RETAIL Order			
• Knows how to use Retail Price and Inventory on POS	_____	_____	_____
• Understands how merchandise is categorized	_____	_____	_____
• Correctly records size	_____	_____	_____
Obtains customer name, address, email, phone number for mailing list on every order	_____	_____	_____
• Records/enters method of payment/amount tendered	_____	_____	_____
• Records store location, date and employee number	_____	_____	_____
• Checks to verify in-stock and non-stock, when necessary	_____	_____	_____
• Communicates pickup date with customer	_____	_____	_____
• Knows what tailor we recommend	_____	_____	_____
B Discounted RETAIL Sales			
• Calculates percentage-off on merchandise correctly	_____	_____	_____
• Records and explains discount percentage	_____	_____	_____
• Knows how to key in special price due to special promotion, etc.	_____	_____	_____
• Employee purchases approved by manager	_____	_____	_____
C Routine RENTAL Order			
• Enters store location, date and employee number	_____	_____	_____
• Obtains customer name, address and I.D., email & phone number	_____	_____	_____
• Correctly charges for add-ons	_____	_____	_____
• Attempts to get payment in full	_____	_____	_____
• Records and enters method and amount of deposit	_____	_____	_____
• Records if the measurements were mailed in and sends confirmation	_____	_____	_____
• Records correct use date and location	_____	_____	_____
• Staples receipt to the second fitting reminder and explains the procedure	_____	_____	_____
D Discounted RENTALS			
• Calculates percentage-off merchandise correctly	_____	_____	_____
• Knows policy and procedure for changing promotions on wedding orders	_____	_____	_____
• Records and explains discount percentage	_____	_____	_____
• Obtains managers approval on all deeper discounts	_____	_____	_____
E Retail Orders from Sarno			
• Knows how to call in order if need be	_____	_____	_____
• Contacts customer promptly upon merchandise arrival	_____	_____	_____
• Indicates communication on customer using notes	_____	_____	_____
• Knows when and how to cancel and transfer back merchandise	_____	_____	_____
• Knows how to handle special requests	_____	_____	_____

	Excellent	Good	Not Acceptable
E Wedding Event Planner			
• Correctly and accurately completes the Wedding Planner form			
• Knows where copies of form go			
• Follows procedures for making changes to the Wedding Planner form and Wintux Wedding Planner			
• Obtains bride or groom's signature on Written Planner			
• Keys in all wedding information accurately into WinTux			
F Retail Exchanges			
• Knows exchange policy			
• Knows and follows procedures for handling exchanges			
• Transfers merchandise back correctly			
G Rental Cancellation			
• Knows policy			
• Knows and follows procedures for handling cancellations			
H Returns for Refund			
• Knows refund policy for retail sales			
• Knows refund policy for rentals			
• Follows procedures for handling returns for refund			
• Correctly and accurately keys in customer refund report (CR)			
• Understands and communicates refund time table to customers			
Operating the POS			
• Keys routine sales/rentals correctly			
• Keys deposits correctly			
• Keys balance payments correctly			
• Knows manual procedures if WinTux should malfunction			
• Documents overrings properly			
• Knows how to handle tax exempt orders			
• Knows how to handle Request Review Requests			
• Knows how to handle Try Ons			
I Method of Payment			
• Counts back change to customer properly for cash sales			
Knows and verifies requirements for accepting personal checks			
Collects and records proper identification on personal checks			
Completes credit card transactions correctly			
• Knows how to correctly handle a disapproval on credit card			
• Knows proper procedure for "Billing" customers			

CUSTOMER TRANSACTIONS

Action plan for learning and improvement (list all items if NOT excellent):

Consultant understands and can demonstrate all points in this section.

Date: _____

Manager: _____

Consultant: _____

II SALES AND SERVICE

	Excellent	Good	Not Acceptable
A Opening the Sale			
• Greets customers promptly	_____	_____	_____
• Can properly greet more than one customer when working alone	_____	_____	_____
• Can sufficiently service multiple customers when working alone	_____	_____	_____
• Approaches customers promptly	_____	_____	_____
• Makes eye contact with the customer	_____	_____	_____
• Uses opening lines that have nothing to do with business	_____	_____	_____
• Schmoozes with the customer	_____	_____	_____
• Attempts to include other consultants (doubleteam)	_____	_____	_____
B Probing/Fact Find			
• Uses open-ended questions	_____	_____	_____
• Supports the customer's answers	_____	_____	_____
• Asks questions in a logical sequence	_____	_____	_____
• Concentrates on what the customer is saying	_____	_____	_____
C Demonstration			
• Encourages customer to touch, hold, try on, etc.	_____	_____	_____
• Stresses meaningful points discovered in Probing	_____	_____	_____
• Delivers FEATURES and BENEFITS clearly and smoothly	_____	_____	_____
• Demonstrates with enthusiasm on all merchandise	_____	_____	_____
• Never compares merchandise negatively	_____	_____	_____
• Delivers "F.A.C.T.S." about Tuxedo Junction to customer	_____	_____	_____
D Handling Objections			
• Is empathetic with the customer	_____	_____	_____
• Gently "smokes out" the true objection	_____	_____	_____
• Handles price objections correctly	_____	_____	_____
E Closing the Sale			
• Recognizes and acts on buying signals	_____	_____	_____
• Asks every customer to buy or rent	_____	_____	_____
• Uses appropriate closing techniques for different situations	_____	_____	_____
F Confirmations and Invitations			
• Uses personalized remarks when possible	_____	_____	_____
• Uses customer's name	_____	_____	_____
• Gives full credit to the customer for the decision	_____	_____	_____
G Extras that Enhance Customer Service			
• Adjusts to customers with different personalities	_____	_____	_____
• Controls personal problems while at work	_____	_____	_____
• Walks the store with fresh eyes (knows where everything is, what's new, etc.) every day	_____	_____	_____
• Willingness to help customers without hesitation	_____	_____	_____

		Excellent	Good	Not Acceptable
Extras that Enhance Customer Service con't				
• Is empathetic and courteous when handling customer complaints				
• Attempts to include other consultants when extra help is needed				
• Handles merchandise with care and respect				
H Complies with Non-Negotiable SALES Standards				
Standard #1:	Must attempt an add-on with every sale			
Standard #2:	Must ask all career apparel customer for a referral			
Standard #3:	Must attempt to upgrade used sales to new			
Standard #4:	Must greet or acknowledge every customer			
I Complies with Non-Negotiable RENTAL Standards				
Standard #1:	Must attempt to make pocket squares mandatory for all wedding, proms, and singles			
Standard #2:	Must attempt to sell accessories with every rental			
Standard #3:	Must attempt to turn any single rental into a tuxedo retail sale			
J Attitude				
• Consultant is a positive influence on co-workers and customers				
• Takes pride/ownership of store				
• Strives to ask every customer for 5 Star Review				

SALES AND SERVICE

Action plan for learning and improvement (list all items if NOT excellent):

Consultant understands and can demonstrate all points in this section.

Date: _____

Manager: _____

Consultant: _____

III OPERATIONS

A Daily Routines

- Makes effective display changes when asked
- Keeps displays clean and orderly
- Shares general cleaning with coworkers
- Maintains neatness at counters
- Promptly replaces merchandise used from displays and fitter
- Replaces backstock merchandise neatly and correctly
- Requests backstock correctly and promptly
- Follows procedures for GAPIE using wedding folder
- Promptly unloads truck and groups tuxedos
- Calls in rental and retail orders to Sarno, when needed
- Completes emailed measurements daily, if needed

Excellent

Good

Not
Acceptable

B Measuring

- Knows and understands measuring math
- Knows how to measure
- Uses fitter coat, pant, shoe, vest, and shirt
- Understands sizing of coats
- Knows measuring limitation and size availability
- Communicates actions to customer
- Shows customer tuxedo he will be wearing
- Does try on for size 60+ & boys 3

C Second Fitting

- Follows second fitting procedure
- Completes adjustment orders **completely**
- Completes alteration orders **completely**
- Explains adjustment/alteration time frame to customers
- Keeps control and is understanding of customer

D Tuxedo Returns

- Follows tuxedo return procedure including scanning all pieces
- Handles missing merchandise correctly by charging customer
- Correctly handles customer complaints with empathy
- Completes customer service report (CS) for every customer complaint
- Never goes home on Sunday until all pieces are scanned

E Transferring Retail Merchandise

- Knows policy
- Accurately completes Retail Transfer
- Knows where copies of form go
- Uses correct transfer bag

		Excellent	Good	Not Acceptable
F	Miscellaneous Procedures			
	• Handles damaged merchandise promptly and correctly			
	• Completes “To Do” lists promptly			
	• Can complete <u>all</u> alterations on the spot			
G	Store Opening and Closing Procedures			
	• Makes daily deposits correctly when closing			
	• Recounts petty cash first thing when opening			
	• Vacuums floors correctly			
	• Completes closing checklist			
	• Empties trash daily			
	• Calls figures in nightly			
	• Knows banking procedures (emailing to office)			
	• Does alterations before going home			
H	Assists Manager in All Areas of Store Operations			
	• Can complete Managers Paperwork			
	• Helps Manager train new and existing employees			
	• Maintains high level of quality customer service			
	• Maintains high standards			

OPERATIONS

Action plan for learning and improvement (list all items if NOT excellent):

Consultant understands and can demonstrate all points in this section.

Date: _____

Manager: _____

Consultant: _____

IV EMPLOYEE REGULATIONS AND BENEFITS

		Excellent	Good	Not Acceptable
A. Work Hours				
• Minimizes scheduling requests A MUST				
• Takes meal breaks when slow with approval , and returns on time				
• Reports to work on time/minimizes absenteeism				
• Follows payroll procedure and policy				
• Follows overtime procedure and policy				
• Is on time daily				
• Always dressed and ready to work before shift starts				
• Calls in when “on call” (and has good history of coming in)				
• Self starter; use of time done properly				
• Works well with co-workers				
• Be available evenings (after 5:00 p.m.) and any hours on Saturdays and Sundays				
• Must be able to work a minimum of 20 hours per week (every week)				
• Must be able to stay up to two hours after closing during peak business season				
• Lift and move objects (such as but not limited to garment bags containing several tuxedos and accessories) weighing up to 25 pounds, several times per day				
• Drive and travel to and from meetings from either associate’s home or store to any other store, meeting place or our Corporate Offices located in Buffalo, New York				
• Bend, stoop and reach to adequately measure and fit customers for formalwear and to place or move display or rental/retail merchandise				
B. Payment of Wages				
• Knows present wage rate and commission policy				
• Knows pay schedule				
• Knows schedule for performance evaluations and wage reviews				
• Knows what a Senior and Executive Consultant is				
• Knows policy regarding wage discussion with others				
C. Telephone Usage				
• Answers telephone properly using SAPPA procedures				
• Takes messages courteously and accurately				
• Encourages phone shoppers to come to the store				
• Minimizes personal use of the phone and only uses back phone				
• Cell phone always turned off and not worn when working				
D. Benefits				
• Follows employee discount policy and procedures				
• Knows and follows policy on vacations				
E. Miscellaneous				
• Complies with parking regulations in mall or plaza				
• Complies with company dress code				
• Complies with company policy on name badges				
• Complies with company policy regarding friends in store				

Miscellaneous con't

- Does not use salesfloor chairs for personal use
- Knows company policy on smoking

Excellent**Good****Not
Acceptable**

EMPLOYEE REGULATIONS AND BENEFITS

Action plan for learning and improvement (list all items if NOT excellent):

Consultant understands and can demonstrate all points in this section.

Date: _____

Manager: _____

Consultant: _____

V PRODUCT KNOWLEDGE

Understands and demonstrates the following:

- Slim fit vs. Modern Fit
- Black Tie vs. Black Tie Optional
- Tuxedo vs. Suit
- Besom pockets vs. flap pockets
- Cotton shirts vs. poly cotton shirts
- Formal shoes vs. oxford daily shoes
- Wool vs. poly or man made fabric
- Shirt studs vs. shirt buttons
- Notch lapel vs. shawl lapel
- Proper etiquette for Black Full Dress
- Super 100's wool vs. other types of wool

Excellent

Good

Not
Acceptable

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

PRODUCT KNOWLEDGE

Action plan for learning and improvement (list all items if NOT excellent):

Consultant understands and can demonstrate all points in this section.

Date: _____

Manager: _____

Consultant: _____

EXECUTIVE CONSULTANT OVERVIEW

An Executive Consultant is someone who...

- Has worked for 3 prom seasons
 - Averages 22+ hours a week
 - Completes many of the functions of a Store Manager
 - Is constantly training and motivating fellow employees
 - Is a leader not only in the store but in
 - Sales and tuxes sold
 - Registering grooms
 - Customer service and follow up
 - Should attempt to have an excellent evaluation
-

Item I (pages 3-5)

Customer Transactions

Are you Excellent
or just Good?

There should not be any “not acceptables” – there is no room for poor

Item II (pages 6-7)

Sales & Service

Are you Excellent
or just Good?

There should not be any “not acceptables” – there is no room for poor

Item III (pages 8-9)

Operations

Are you Excellent
or just Good?

There should not be any “not acceptables” – there is no room for poor

Item IV (pages 10-11)

Employee Regulations & Benefits

Are you Excellent
or just Good?

There should not be any “not acceptables” – there is no room for poor

Item V (page 12)

Product Knowledge

Are you Excellent
or just Good?

There should not be any “not acceptables” – there is no room for poor

EXECUTIVE FINAL SCORE

Excellent = 3pts Good = 2pts Not Acceptable (NA) = 0 pts

I CUSTOMER TRANSACTIONS

• # of Excellent _____ x 3 = _____ Pts

• # of Good _____ x 2 = _____ Pts

• # of NA _____ x 0 = _____ Pts

II SALES AND SERVICE

• # of Excellent _____ x 3 = _____ Pts

• # of Good _____ x 2 = _____ Pts

• # of NA _____ x 0 = _____ Pts

III OPERATIONS

• # of Excellent _____ x 3 = _____ Pts

• # of Good _____ x 2 = _____ Pts

• # of NA _____ x 0 = _____ Pts

IV EMPLOYEE REGULATIONS AND BENEFITS

• # of Excellent _____ x 3 = _____ Pts

• # of Good _____ x 2 = _____ Pts

• # of NA _____ x 0 = _____ Pts

V PRODUCT KNOWLEDGE

• # of Excellent _____ x 3 = _____ Pts

• # of Good _____ x 2 = _____ Pts

• # of NA _____ x 0 = _____ Pts

TOTAL POINTS

NO ONE'S PERFECT

YOUR PLAN FOR IMPROVEMENT

Consultant _____ Store _____

A. **Strengths:** Items that make consultant a positive influence:

B. **Weakness:** Things that need to improve:

C. **Goals: HOW to improve the above weaknesses and BY WHEN:**

1.

2.

3.

Associate Signature:

Managers Signature:

Date: _____