



Branch Manager Goal Setting Packet

Name: _____ Date: _____

Completed by: _____

Items Needed (✓):

- ☐ Weekly and YTD Figures
- ☐ Payroll Hours Recap
- ☐ Five Star Review Recap
- ☐ Bank Log
- ☐ Late Return and Lost Report
- ☐ Outstanding Balance Report
- ☐ Region Training Recap
- ☐ Store Inspection
- ☐ Hot File Percentages
- ☐ Customer Refund Review
- ☐ Leadster Review
- ☐ Prom Book/Prom Recap
- ☐ Nightly Closing Review
- ☐ Manager Reports in WinTux

TUXEDO JUNCTION

SUIT WAREHOUSE

Management Techniques and Goals

Name _____ Date _____

Management Techniques

1. Work Ethic: Self Starter, diligent, being reliable, having initiative, dedication and self-disciplined.

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> Self-Starter?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do you have to be told to do things?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Use of time. How do you handle your down time?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Work Ethic Goals:

A. _____

2. Whose "Store" is it Anyway?: OWNERSHIP. Is my store open today? Do I leave follow-up to my superiors, lead by example, etc?

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> Checking to see if the store is open when you're off	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Handling situations on your own (when someone calls off)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do you lead by example: (Cleaning? Do I stay in the back room?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Are you upset with cancellations or leave them to your superiors?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do I practice "my fault management thinking"?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Whose Store is it anyway? (Ownership) Goals:

A. _____

B. _____

3. Working within the Organization/ Team Player: I respect everyone in the organization and work appropriately

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> Relationship with Sarno Production or TJ Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Relationship with other Branch Managers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Relationship with Sales Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Staying <u>positive</u> when you have a problem with a product, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Helping fellow managers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do I realize my attitude influences others?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Working within the Organization/ Team Player Goals:

A. _____

B. _____

4. Recruiting: Going out to find people who may be qualified to join my team. Using contacts in mall, friends, Facebook, teachers, etc. Do I “crisis” hire?

Weak, Needs Work Good Excellent

- ☐ Actively looks for recruits (even MITs)
- ☐ Uses current staff and contacts
- ☐ Has a bullpen/ “what-if” thinking

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Recruiting Goals:

A. _____

B. _____

5. Training: Am I a great teacher? I understand the biggest reason for turnover is an associate’s **inability** to feel or be successful. How do my people rate? What if mystery shoppers came in today? What if everyone took certification tests again today?

Weak, Needs Work Good Excellent

- ☐ Staff is trained on all aspects of store procedures
- ☐ Staff is trained on wedding and sales presentations
- ☐ Staff is trained on opening/closing WinTux procedures
- ☐ Telephone techniques
- ☐ Retail/Sales
- ☐ Staff on measuring
(Do I know what mistakes happen in my store?)
- ☐ New associates: recaps done properly and on time
- ☐ My new associates are certified on time
- ☐ Weaknesses reviewed with associates individually continuously,
not just during annual critiques. eg. Sales Performance,
Replacement %, Average Rental, etc

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Training Goals:

A. _____

B. _____

6. Housekeeping/Display: Creating an atmosphere that enhances the customers’ ability to shop. Do I treat every day like it’s an inspection day? My backroom? Counters? Window?

Weak, Needs Work Good Excellent

- ☐ Store always neat and clean (even in May)
- ☐ Entire staff contributes on a rotating basis
- ☐ How does manager handle compliance on housekeeping daily?
- ☐ Rate my window display
- ☐ Everything done before closing?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Housekeeping/Display Goals

A. _____

B. _____

7. Administration: Office Required paperwork, Banking, Daily Reports, Late Returns, Outstanding Balances, Lost Report, etc.

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> Daily Report Accuracy and On Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Banking, Cash Deposit Log	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Late Return Report, POS Scanning (Lost Report?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Outstanding Balance Report on Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Credit Cards On File on Each Order	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Cancellation follow-up and paperwork	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Administration Goals:

- A. _____

- B. _____

8. Payroll/Controlling the Schedule: Do I use “zero base” scheduling? I monitor POS in and out times. Do I send people home if it’s not busy?

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> Manager keeps to budget	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Manager informs Sales Manager if added hours are needed on a particular day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> When making schedule, manager uses “0” budgeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Manager monitors staff keying in correct start/end times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> How does manager handle compliance of POS payroll?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Am I fair with the schedule?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> If shorthanded, will I work another night? Sundays?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> How are Days Off requests handled? (By Manager?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Payroll Goals:

- A. _____

- B. _____

9. Manager’s Ability to Drive Home a Point(s): The Company or I create a new way of doing something or focus on a current weakness...and I have to get everyone “on-board”. How am I accomplishing this?

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> Recent Company Focus. Example: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Recent Region Focus. Example: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Recent Store Focus. Example: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Manager’s Ability to Drive Home a Point(s) Goals:

- A. _____

- B. _____

10. Compliance of Sales and Operation Standards: Do I uphold these at my store? Does my staff know them?

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> Dress Code of staff/ Name Badge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Cell phone usage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Rental Sales Procedures & Standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Retail Sales Procedures & Standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Store Procedures: GAPE, doing alterations, scanning returns etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Compliance of Sales and Operation Standards Goals:

- A. _____

- B. _____

11. Communication: I hold regular store meetings and one-on-one sessions to **INVOLVE** my team. I do not talk behind their back. (I help and encourage).

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> Store meetings- Do I have one per month minimum?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Memos- do you "read and cover" with your staff?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Getting everyone "involved" How? Give examples:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Communication Goals:

- A. _____

- B. _____

12. Motivation: Do I create an atmosphere in which success can occur? Positive attitude and positive atmosphere? I have contests that have meaning. I use the tools provided to motivate. Do I settle for poor performance?

	Weak, Needs Work	Good	Excellent
Company motivation tools:			
<input type="checkbox"/> Your Positive Attitude	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Projection Board/Figure Book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Commission Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Five Star Emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> "Pats On The Back"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Use Your Superiors To Call Associate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Company/Store Contests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Teamwork within the store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Use of "Fun Money"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Motivation Goals:

- A. _____

- B. _____

13. Results Oriented: I set reachable goals monthly with my staff and review them. Can **my staff** recite figures/goals of my store?

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> Is New Business a focus at my store?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Can my consultants recite this month's figures/goals?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do I have one-on-one goal setting sessions with my consultants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Results Oriented Goals:

- A. _____

- B. _____

14. Delegating /Maximizing Employees: Ability to complete tasks & direct work. How do I control store down time? Martyr delegation...what important job am I not delegating? If I do not train adequately I cannot successfully delegate. What are my associates doing on my day/night off?

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> Do I keep associates busy when I am in the store?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do I keep associates busy when I am out of the store?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Are your associates given specific responsibilities on a rotating basis?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do you punish your best associate because you don't have faith in others?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Delegation/ Maximizing Employees Goals:

- A. _____

- B. _____

15. Time Management/ Store Organization: Store related paperwork. Files, pegboard, Backstock, GAPIE, outgoing retail, etc. How do I spend my time?

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> How do you decide what tasks should be done and in what order?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do you finish what you start or do you leave "piles"?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do you wait to be told by your Sales Manager that something has to be done? (ie: Web Weddings, Leadster)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> When Main Office requests something to be done by a deadline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> When my Sales Manager requests something	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Measurement Reminder Emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 1 & 4 weeks completed accurately and on time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Time Management/ Store Organization Goals:

- A. _____

- B. _____

16. Salesmanship: Am I the Best booking weddings, selling tuxedos, etc. at **MY** store? Am I considered an aggressive salesperson....add on's? Etc.

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> Reserving weddings? Average Rental?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Are YOU on the sales floor enough?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do I turn singles into Group Events?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do I turn single sales into Career Apparel Accounts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do I convert rentals into retail?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do I know my competition's strengths, weaknesses etc?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Salesmanship Goals:

- A. _____

- B. _____

17. Grass Roots: New Business **established by me.**

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> How many personal High School faculty contacts do you have at area schools? _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> How many bridal shop owners/ managers do you know? _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> How many wedding related contacts do you have? _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> How many banquet/hotel contacts do you have? _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Grass Roots Goals:

- A. _____

- B. _____

18. Marketing: Through leads **given to me.**

	Weak, Needs Work	Good	Excellent
<input type="checkbox"/> If we asked your staff about Leadster, what would they say?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do you take the "lead" with Leadster calls?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Quality & Quantity of Leadster Emails?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do you check after your day off and see if Leadster was done?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Web contacts are called on date received	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Consistent follow up with web contacts in first 7 days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Prom Organizers in order	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Prom Agent calls/follow up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Do I check Google Reviews of my store?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Customer Service: How do **CUSTOMERS** view their experience at my store? Is there a service atmosphere at my store, or are we “fighting” customers?

Weak, Needs Work Good Excellent

- | | | | |
|---|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> How do customers rate your store’s service? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> What kind of Five Star comments does your store receive? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Who is “weakest” in regard to customer service? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Why? _____ | | | |
| <input type="checkbox"/> Would you open at 7:00 am for a customer? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Why? _____ | | | |
| <input type="checkbox"/> Staff goes “above & beyond” to make customers happy? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Is your store getting recommendations? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Do I call grooms day of their wedding? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Customer Service Goals:

- A. _____

- B. _____

Number 20 below is a summary of sections 1-19

20. Leadership: Your Staff/Morale: (“I” or “We” attitude?) Having the vision and motivation skills to rally the troops. Can get things done by energizing and inspiring other people. How does my staff view their work atmosphere?

Weak, Needs Work Good Excellent

- | | | | |
|---|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> In my store, morale is a direct response to my actions , not that of the Company and customers. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Am I becoming a good leader? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Leadership Goals:

- A. _____

- B. _____
