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Welcome!

# Coaching in Real Time

## Effective Floor Supervision Tips

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**Mary Beth Garcia, CEO, MOHR Retail**

# Introductions



**Michael Patrick, MOHR Retail**



**Mary Beth Garcia, CEO, MOHR Retail**



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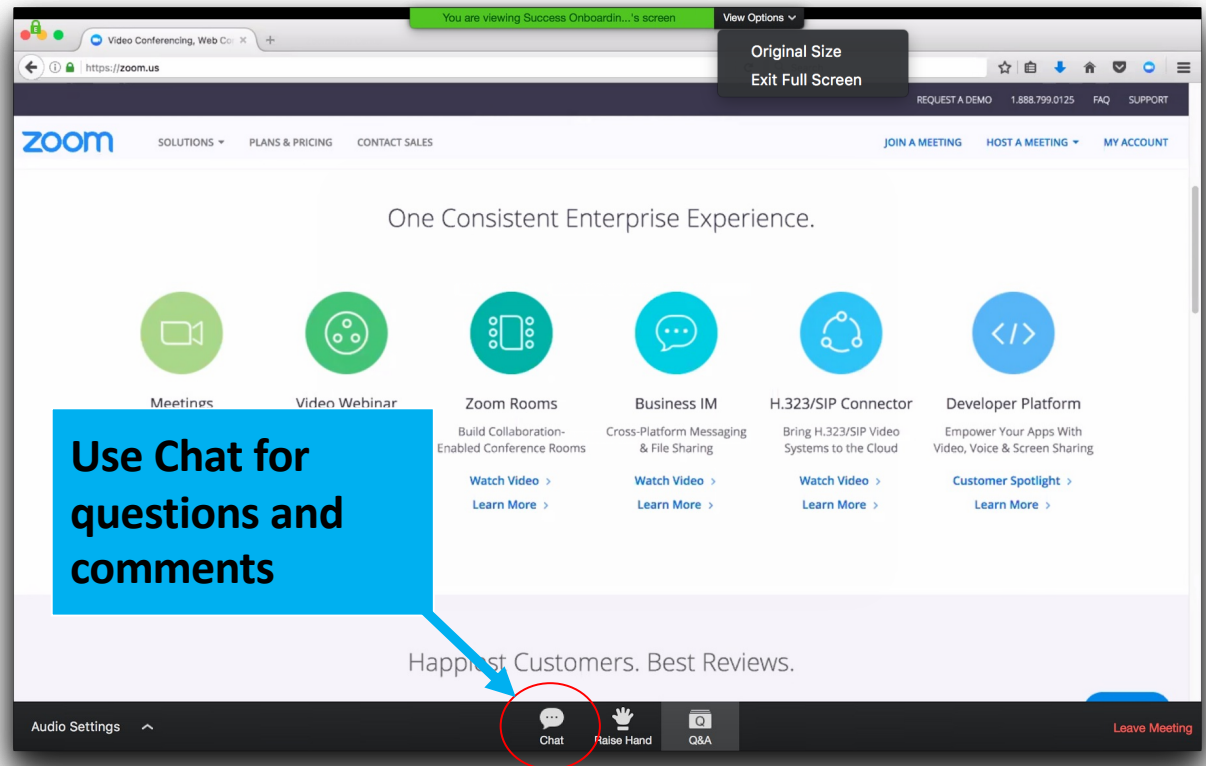
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[MOHRRETAIL.COM](http://MOHRRETAIL.COM)

- The most experienced retail training and consulting firm on the planet
- 40+ years teaching the critical people-to-people skills that get results
- Solutions based on our national retail industry research and real-world experience



# Participation & Interaction



# Today's Agenda



- Coaching in the Retail Environment
- Benefits of Coaching in Real Time
- Key Store Manager Skills
- Coaching Tips & Strategies for the Holiday Season



POLL

How do your managers  
view coaching?



# Shape Performance with Reinforcement Set-up



“

More frequent performance conversations allow less-than-ideal performance to be dealt with quickly — and before a habit is formed

Continuous feedback allows managers to regularly recognize positive outcomes and increase employee engagement.



“The Future of Retail,” Quantum Workplace



Organizations with engaged employees have, on average:

**24% lower turnover**

**20% increase in sales**

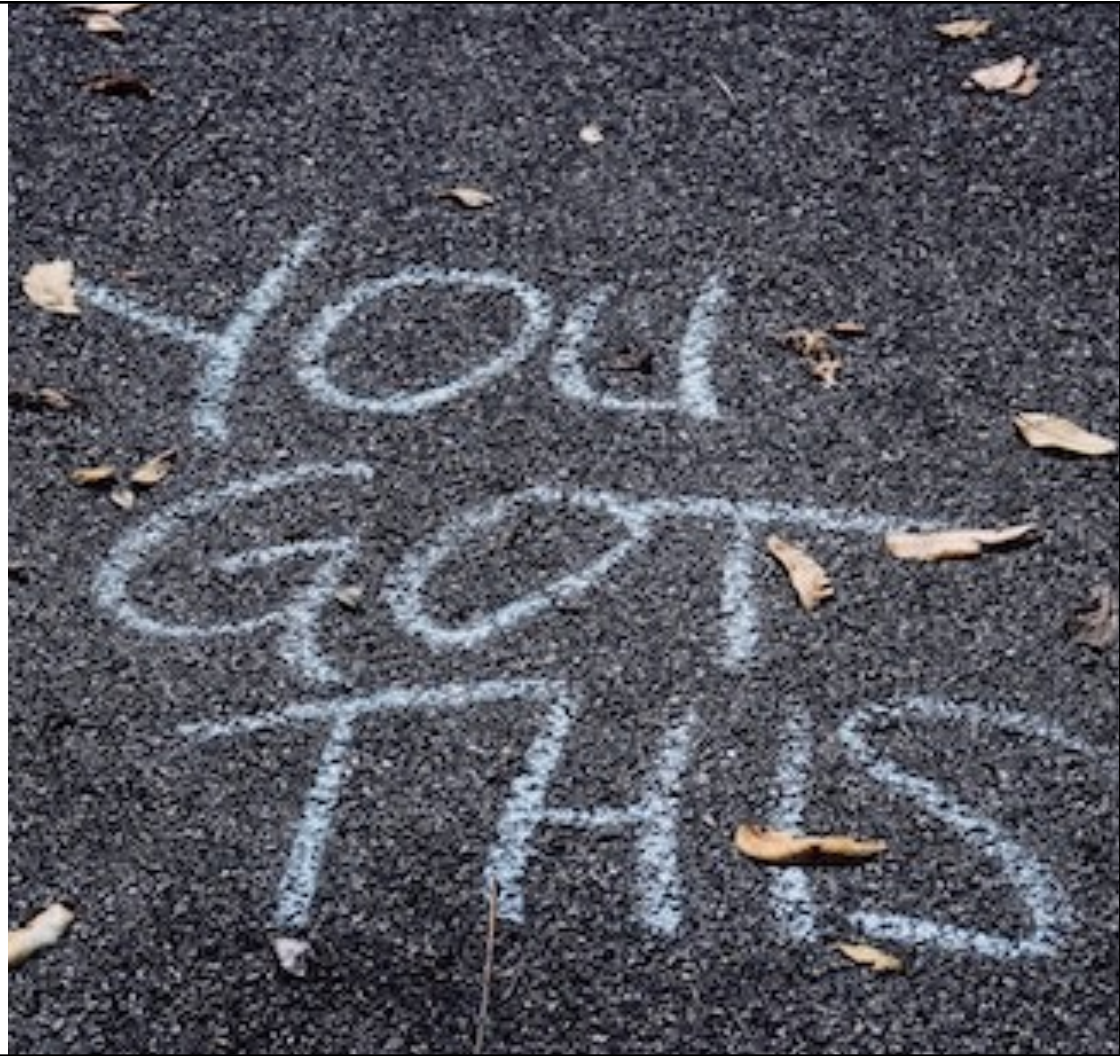
**10% higher customer metrics**

**28% less shrinkage**

**Only 17%**

of retail managers feel their stores' hourly associates are very motivated and engaged. – 2017 WorkJam study

Coaching  
can help  
bridge the  
engagement  
gap.



# Coaching is...



The action of  
**strengthening**  
something that is  
already acceptable  
and has the  
potential to get  
better.

# Coaching is...



Strengthening  
interpersonal  
behaviors with

Customers

Peers



# 3 Benefits of Coaching in Real Time



# Coaching in Real Time



On the retail floor,  
coaching is best done  
in the moment.



# Coaching in Real Time...



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Makes the job  
description  
tangible.



“Let’s talk about  
how you...”

# Coaching in Real Time...



Benefits the  
manager as  
well as the  
associate.





# Coaching in Real Time...



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Is a  
conversation  
that creates  
mindshare.

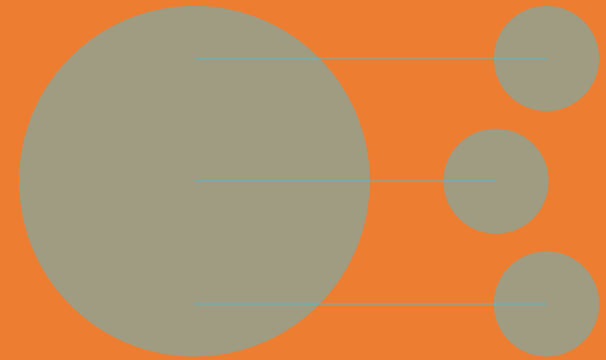


POLL

How much time do  
your managers spend  
on the floor coaching?



# Key Store Manager Skills





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# Coaching in Real Time Skills



## Observe

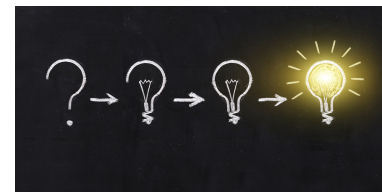
Read cues, ask  
questions to clarify



# Coaching in Real Time Skills



**Ask for ideas**  
What to do differently



# Coaching in Real Time Skills



**Create accountability**  
Ask for commitment



# Coaching in Real Time Skills



## Reinforce

When new behaviors are observed

- ✓ Celebrate successes
- ✓ Have associates share best practices in huddles





# **Coaching in Real Time During the Holiday Season**



# Coaching in Real Time During Peak Seasons



## BENEFITS

- ✓ Quick
- ✓ Single-issue focused
- ✓ Learn about the temps
- ✓ Reinforce brand experience

# Holiday/Peak Season Coaching Tips



- **Be present** to support your associates and guests.
- **Get involved** in associates' customer interactions when needed.
- **Read cues and ask questions** if an associate seems confused or disengaged.



# Holiday/Peak Season Coaching Tips

- **Reinforce and celebrate success** when you observe associates modeling new behaviors.
- **Ask for ideas and input** to improve performance.
- **Ask for commitment** to improve sales and service skills.

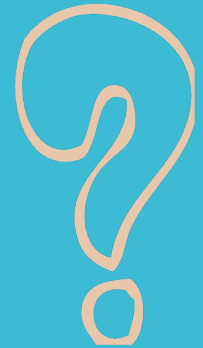


# Tips for Holiday Season Success

- **Spend time**, particularly with part-timers.
- **Set a goal** of at least one eye-to-eye conversation per week.
- **Ask** how they learn best.
- **Teach others** how to observe and give feedback.



# Questions



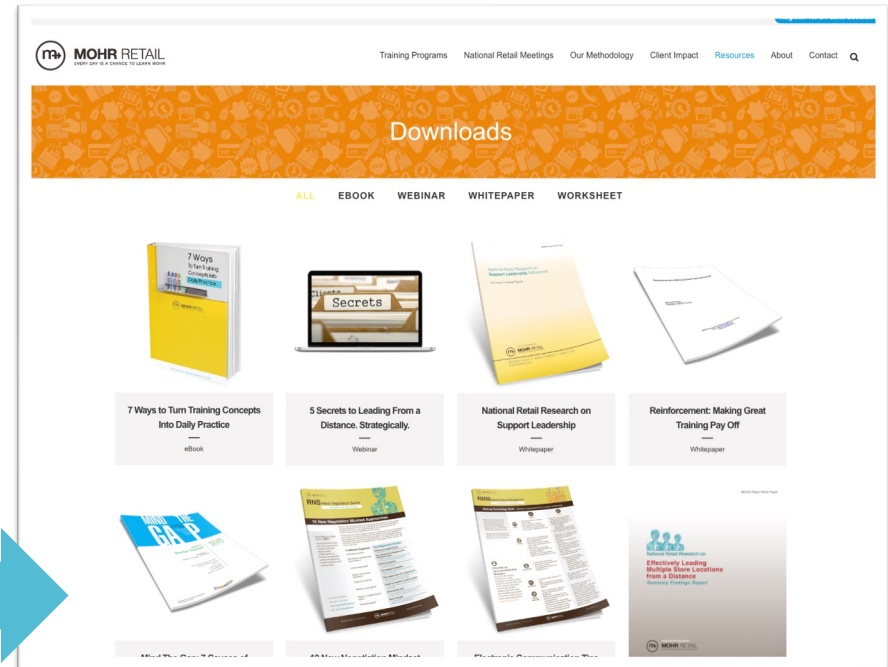
# Additional Resources



Check your inbox tomorrow:

- Request a free 30-day trial of our online coaching tool for managers.
- Access the webinar recording.

Visit the Resources section of [MOHRRetail.com](http://MOHRRetail.com) for additional downloads, including a free Coaching Opportunities Worksheet.



# Thank you!



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