

# Keys to successful adoption

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Four conditions drive adoption, engagement, and meaningful skill improvement.

## 1. Leadership champions

- When execs are visibly in, managers and the sales floor will follow.
- This is not a one-time kickoff email. It is showing up at training, celebrating early wins, and reinforcing in your regular business reviews.
- The pattern we see: stores where the GM personally champions FrontlineIQ adopt faster than stores where it is delegated.
- Be the visible sponsor for at least the first 90 days.

## 2. Coaching rhythm

- The platform gives managers AI-generated insights. The rhythm is what turns insights into behavior change.
- Weekly 1:1s anchored on personalized goals and behaviors, not generic advice. Each seller works on their own development area.
- Sellers come to those conversations prepared because they have been practicing all week.
- This is where the manager coaching promise actually gets delivered. Without the rhythm, the platform is just a tool sitting on a shelf.

## 3. Engagement

- Leaderboards and contests.
- Progress tracking. Sellers come back because it is satisfying to see themselves improve.
- Recognition in huddles, shoutouts, connecting role-playing to sales performance, tying skill milestones to advancement conversations. This is what makes practice feel like it matters.

## 4. Daily practice

- 10 to 15 minutes per day per seller.
- The payoff: 30 scrimmages is usually the inflection point where behavior change shows up in sales impact.
- The key word is daily. Five short sessions beats one long one, every time.
- Build into existing rituals: pre-shift prep, slow moments on the floor, end-of-shift wrap.

# Launch contest

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The contest can be a big lever for early engagement. Fund the prize. Publish the leaderboard. Call out the top performers on the floor every week.

## Recommended contest structure

### Every manager, every week

Top associate: First to complete 30 role-plays by [DATE]. Prize: [PRIZE].

Top score: Highest average role-play score by Day 30. Prize: [PRIZE].

Team full house: The store where every associate hits 30 reps first. Prize: [recognition or team prize].

## Contest do's and don'ts

- **Do:** Fund a real prize. Material incentives move furniture-floor sellers faster than certificates or public recognition alone.
- **Do:** Publish the leaderboard on the floor, not just in email. Physical visibility creates competition that a weekly email cannot.
- **Do:** Call out the top 3 by name in the weekly update. Public recognition drives others to move up the board.
- **Do not:** Run the contest without a visible, updated leaderboard. A contest no one can see stops being a contest after day 3.
- **Do not:** Wait until Day 30 to announce a winner. Weekly momentum emails keep the energy alive.

# Manager coaching standard

## The four commitments

### Every manager, every week

- 100% of associates have at least one active goal in the platform.
- 100% of goals are linked to a specific behavior.
- 100% of associates complete at least one role-play per day.
- 100% of coaching touchpoints reference a specific practice session.

## 1. Practice

- Daily focused practice based on assigned goals and behaviors.
- Practice gaps are addressed within 24 to 48 hours, not left until the weekly check-in.
- Practice is not optional. It is part of performance execution.

## 2. Coaching

- Weekly coaching conversation, minimum 15 minutes per associate.
- Review role-plays together: what worked, what broke, what to do differently next time.
- Maintain or adjust one clear, individualized behavior focus per associate.
- Connect behavior to outcomes: the better the associate gets at X, the bigger the sale.

## 3. Daily reinforcement

- Use real customer interactions to trigger on-the-spot coaching moments.
- Missed sale: run a role-play on that exact scenario before the next customer. Five minutes.
- Name the top practice rep count on the floor. Out loud. On shift.

## 4. Accountability

- Practice coverage and goal coverage are manager KPIs, reviewed weekly by regional leadership.
- Associates at zero reps get a 1:1 within 48 hours. Identify the barrier, not the blame.
- Underperformance at the team level triggers a coaching debrief with the regional manager.

# Manager Quickstart Guide

## 1. Tailor Goals and Behaviors

Examples:

- Ask for the add-on
- Present financing confidently
- Handle price objections without discounting
- Slow down discovery conversations
- Aim for a consistent 7 out of 10 on the greet

## 2. Align on Practice Commitment

- Set a daily practice expectation
- Align on: the behavior, why it matters for the client experience, what 'better' looks like
- Schedule the next follow-up conversation

## 3. Prepare for Coaching Conversations

- Review and update goals and behaviors
- Review role-play results and trends
- Tailor your coaching to the individual stylist
- Connect practice to sales performance

## 4. Be Positive and Encouraging

- Model enthusiasm and belief in the system
- Showcase wins publicly, on the floor
- Use coaching insights constructively

**Need help?** 'Request Support' button in-app.

# You got this!

# Sales Associate Quickstart Guide

## 1. Go to [www.frontlineiq.ai/app](http://www.frontlineiq.ai/app) on your mobile device

- Tap the share icon and 'Add to Home Screen' for fast access

## 2. Review Goals and Behaviors

- Your manager will coach you on your focus areas
- Each goal and behavior is connected to improvements you can make

## 3. AI Role-Play Daily

- Practice daily to hone your craft
- Get instant feedback on what you're doing well and where to improve

## 4. Keep Going

- Aim for one role-play before every shift
- Any time a customer interaction does not go the way you wanted, practice
- Those who hit 30 reps measurably outperform the ones who do not

**Need help?** Use the 'Request Support' button in-app.

# Happy selling!