

Evaluation



Pick a day that you can “detach” and evaluate your store.

1. Answer each question on the form.
2. Save the form titled as “SNAP Store Name/ Date” (example “SNAP 12345 10-20-24”).
3. Email form to yourself and any other leadership by end-of-day.

Date of Evaluation _____ Store # _____

Store Name _____

Manager/Owner _____

Succeed Now ▶ Achieve Profit

Performance Awareness

of Loans Made and PLO

Run reports and gather the following data. Then, ask the leadership on the team these questions:

	Management's Answer	Actual
# of Loans Made vs Target on a month-to-date basis	_____	_____
balance compared to Target	_____	_____

Select the appropriate rating:

Rating

Management **CANNOT provide answers** on their loan performance, or their answers are **1**
NOT correct.

Management has minimal knowledge of their loan performance or can only give you part of **2**
the answers (no specific details).

Management provides the correct answers on their loan performance . **3**

If you Rated the store **1 or 2**, what are 5 specific actions Management needs to take to drive results?

If you Rated the store **3**, what are 5 specific actions Management is doing to continuously drive results?

Loan Walk

Target: Maximize loan values to drive PSC, rather than focusing on COGS if a loan drops.



With Management, walk **20 GM, Firearms, or any Non-Jewelry loans from the past 30 days**

Select items from at least 8 different categories, including TVs, computers, music, games, and photo.

From the 20 GM loans, how many should have a higher loan amount? _____

Which items had opportunities and approximately how much more could have been loaned?

With Management, walk **20 Jewelry loans from the past 30 days.**

Select items that are \$100, or higher.

From the 20 Jewelry loans, how many should have a higher loan amount? _____

Which items had opportunities and approximately how much more could have been loaned?

Team Member Observation

Target: Give best in class customer service and properly qualify the customer.

Observe Team Members interact with customers.

Are Team Members greeting all customers within 3 Seconds or 3 Steps by making eye contact and initiating a friendly conversation ? _____

Are Team Members asking the correct **first** qualifying question regarding Need; "How much did you need to borrow or sell it for?"

Are Team Members observing signals AND asking (signals like are they wearing jewelry or is it in pocket?) questions to determine the customer's intent? _____

Are Team Members explaining the pawn ticket and payment (renewal, redemption, amounts?) options to improve redemptions and build long term relationships? _____

What are 3 of the biggest customer interaction opportunities?

How well are we contacting customers outside of our physical pawn shop?

Target: Maximize sales with increased listings.

Are we listing items on Social Media? Which ones?:

Are all the Team Members participating with Social Media posts? _____

Do post items that we want to loan or purchase on such as "wanted" items? _____

How many items are currently online or posted somewhere for customers who are not in the store? _____

Review your "posting activity" outside of the 4 walls of your store.

How many are currently listed? _____ Where are they currently listed? _____

What was the sales performance ending last month? _____

Are "top selling" items primarily listed (game systems, tablets, computers, cameras, other)? _____

Follow up!

This form creates a record that represents the store's performance over time. Complete this form regularly, however, always refer to the last form completed and compare results.

Next Evaluation

Date _____