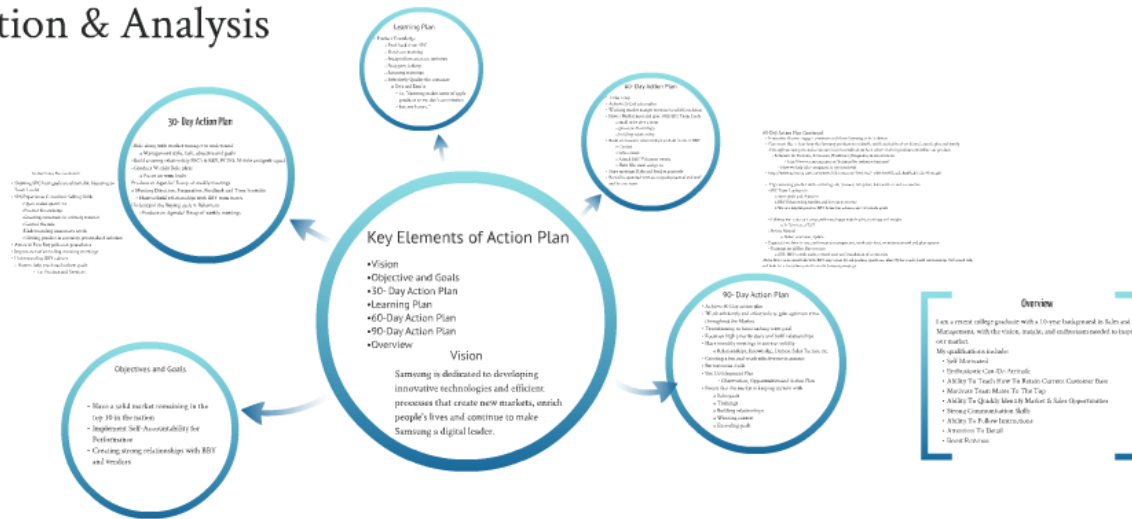


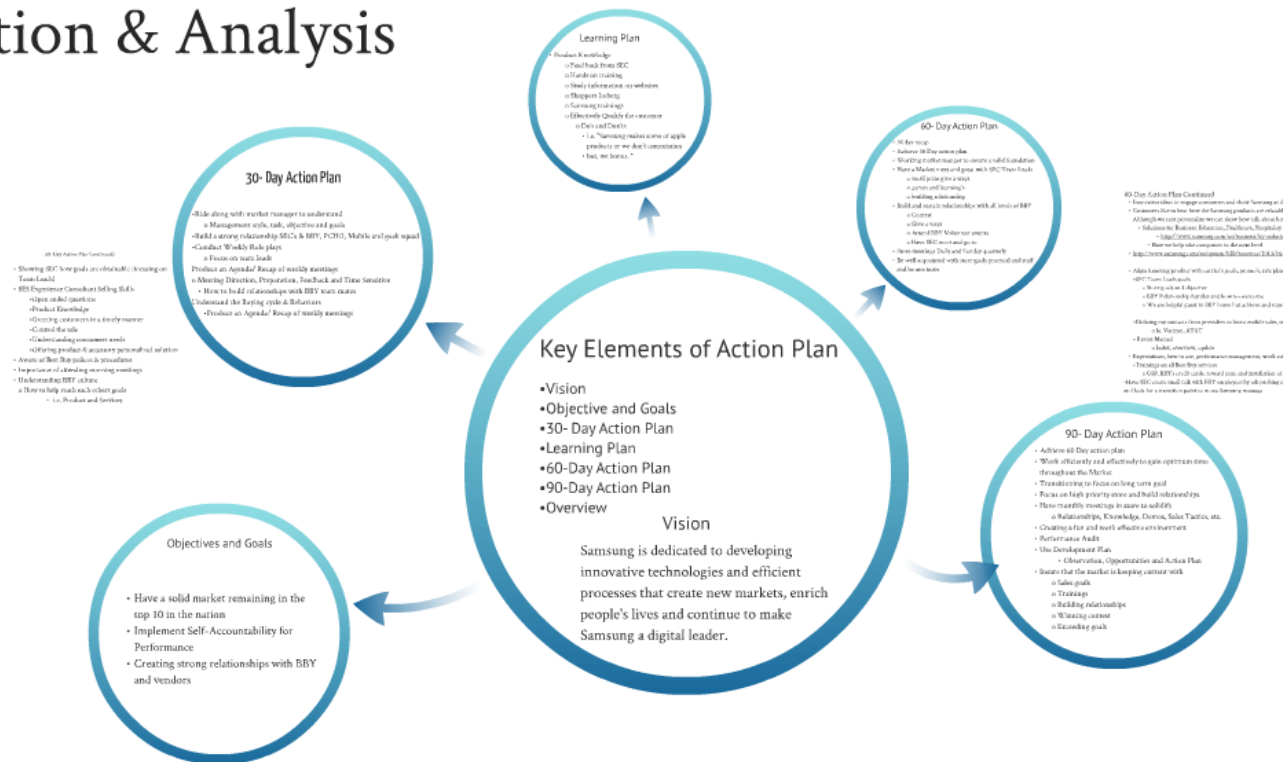
# Action Plan for Super 8 Motel-Guelph Harvard Case Solution & Analysis





# Action Plan for Super 8 Motel-Guelph Harvard Case

## Solution & Analysis



**Overview**

I am a recent college graduate with a 10-year background in Sales and Management, with the vision, insight, and enthusiasm needed to improve our market.

**My qualifications include:**

- Self Motivated
- Enthusiastic Can-Do Attitude
- Ability To Teach How To Retain Current Customer Base
- Motivate Team Members To The Top
- Ability To Quickly Identify Market & Sales Opportunities
- Strong Communication Skills
- Ability To Follow Instructions
- Attention To Detail
- Boost Revenue

# Key Elements of Action Plan

- Vision
- Objective and Goals
- 30- Day Action Plan
- Learning Plan
- 60-Day Action Plan
- 90-Day Action Plan
- Overview

## Vision

Samsung is dedicated to developing innovative technologies and efficient processes that create new markets, enrich people's lives and continue to make Samsung a digital leader.

- Store meetings Daily and Sunday qua
- Be well acquainted with store goals p and be one team

## Objectives and Goals

- Have a solid market remaining in the top 10 in the nation
- Implement Self-Accountability for Performance
- Creating strong relationships with BBY and vendors



# 30- Day Action Plan

- Ride along with market manager to understand
  - Management style, task, objective and goals
- Build a strong relationship SEC's & BBY, PCHO, Mobile and geek squad
- Conduct Weekly Role plays
  - Focus on team leads
- Produce an Agenda/ Recap of weekly meetings
  - Meeting Direction, Preparation, Feedback and Time Sensitive
    - How to build relationships with BBY team mates
- Understand the Buying cycle & Behaviors
  - Produce an Agenda/ Recap of weekly meetings



### 30- Day Action Plan (continued)

- Showing SEC how goals are obtainable (focusing on Team Leads)
- SES Experience Consultant Selling Skills
  - Open ended questions
  - Product Knowledge
  - Greeting customers in a timely manner
  - Control the sale
  - Understanding consumers needs
  - Offering product & accessory personalized solution
- Aware of Best Buy polices & procedures
- Importance of attending morning meetings
- Understanding BBY culture
  - o How to help reach each others goals
    - i.e. Product and Services

- Conduct We
  - o Focus o
- Produce an A
- o Meeting Di
- How to b
- Understand t
- Produce

# Learning Plan

- Product Knowledge
  - o Feed back from SEC
  - o Hands on training
  - o Study information on websites
  - o Shoppers Iceberg
  - o Samsung trainings
  - o Effectively Qualify the customer
    - o Do's and Don'ts
      - i.e. "Samsung makes some of apple products or we don't commission
      - but, we bonus. "

## 60- Day Action Plan

- 30 day recap
- Achieve 30 Day action plan
- Working market manger to ensure a solid foundation
- Have a Market meet and great with SEC Team Leads
  - small prize give a ways
  - games and learning's
  - building relationship
- Build and sustain relationships with all levels of BBY
  - Contest
  - Give a ways
  - Attend BBY Volunteer events
  - Have SEC meet and go to
- Store meetings Daily and Sunday quarterly
- Be well acquainted with store goals practical and staff and be one team