

GET EVERYBODY ON BOARD

QUESTION	Y / N	ACTION	PLAN	TIME FRAME
Do you have a written mission statement?				
Is it visible on a daily basis?				
Are the colours you use for your brand written down or recorded somewhere?				
Do you have your business logo stored where you can readily access it?				
Do you review your premises every six months to make sure your visual branding is consistent?				

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QUESTION	Y / N	ACTION	PLAN	TIME FRAME
Do you have a written process for customer service standards?				
Do you conduct regular training sessions with your team on customer standards?				
Do you have regular training sessions with your team about your branding standards and				
Do you review your premises every six months to make sure your visual branding is consistent?				
Do you have a written process for customer service standards?				

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QUESTION	Y / N	ACTION	PLAN	TIME FRAME
Do you conduct regular training sessions with your team on customer standards?				
Do you have regular training sessions with your team about your branding standards and image and motivation?				
Do you have an induction process for employees that explains your brand, values, image and service?				
Do you have uniforms?				
Do they all match?				

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QUESTION	Y / N	ACTION	PLAN	TIME FRAME
Do they match your current branding?				
Do you have a telephone script and are all team members trained and retrained on it?				
Do you have a script for greeting customers?				
Do you have a tagline?				
Do you have a documented complaints handling procedure?				