

# The Proof is in the "Putting"

Customer Service &  
Sales Steps to Success

## Create Standards and Expectations

Performance goals, expectations, protocol, scripting, and more has to be in place.

STEP  
01



STEP  
02

## Training, Training

Train on the standards and expectations so all will have "know how."



STEP  
03

## Lead by Example

Practice what is preached, and be a good example of how to perform.



STEP  
04

## Maintenance

Measure skills and performance and train on opportunities.



STEP  
05

## Keep Growing

Enhance skills with more training and adjust measures with market shifts.

