



RATE THE PARTY: M.O.D. RALLY ROUNDS, GIFT CARD

This is a special Rally Round dedicated to gift card behavior. These rounds will cover multiple ways to engage with the team around gift cards. The role of the MOD conducting the Rally Rounds is to lead the store environment and to Connect>Coach>Continue with ALL scheduled team members, even tenured, to improve gift card sales.

Connect with a Party Review (Occurs once in the first 5 minutes of shift)

Follow the full Party Review content on the Zone chart, but add the below.

★**Key Business:** Discuss sales goals, events, and store priorities for the day/week.

- Store needs to sell a minimum of 1 gift card a day.
- Share no gift cards have been sold and all team members need to fully participate in offering gift cards.

Rally Rounds (every hour)

The MOD's objective is to enhance gift card sales by actively engaging with the team, while circulating the floor each hour.

- All team members must offer gift cards to every guest.
- Proper training and coaching have been provided for desired behaviors.
- The entire team is dedicated to improving results.



Focus on the following in addition to the regular Rally Rounds.

★**Connect & Coach** in the moment, **RH Visuals (Product & Productivity):**

- Is the gift card presentation stocked and organized?

★**Connect & Coach** in the moment, **Experience & Engagement:**

All team members

- Complete the Party Person Skill Drill with a gift card offer.
- Play the FAN Question game with each team member during their shift.
- MOD offer a gift card with a FAN question, Team Member replies with a new gift card FAN question, continue the Q&A until no new questions can be asked.

Cashiers

- Observe all cashiers twice daily until a gift card is sold.
 - Ensure adherence to the Fan Farewell Track and offer gift cards in every transaction.
 - Use the Fan Farewell Cashier Talking Track Activity for role play and coaching.
 - Observe the cashier's next transaction immediately after role play.



MODs need to update their DMs at 12 p.m. & 5 p.m., daily, until a gift card is sold.

- Gift Cards role-play results
- The objections from the guests when they are offered