



## Food For Thought: Week of July 21, 2014



### **Pre-Season Preparations Continue**

As you're getting ready for the back-to-school season nearly upon us, take a quick inventory of your staff. Has anyone been hired after October 2013? If so, there's a good chance they have no idea what they're in for in a few weeks. Please be sure they are enrolled into Veritas U and have completed the basic courses including Rental Agreements, Multi Forms, Rentfromhome Basics, and Affiliate Transfers. This will cover all of the core topics, policies, and procedures necessary for them to survive the rental season.

And Veritas U is not just for new hires. When was the last time the owner or manager has refreshed their knowledge via our online training university? Veritas U is a great trainer for anyone having access to your rental program. Remember: You're only as strong as your weakest link! Be sure everyone knows how to complete, approve, and archive a rental agreement. Be certain everyone can facilitate a return, repair, or exchange quickly & efficiently.

And speaking of online training courses, be sure to complete the Phone Scripting course and implement the ideas into your own script. The phone is one of the most powerful sales tools in your store. Unfortunately, it is also the most neglected when it comes to properly training those who answer it. Don't believe me? Call your store later today (as you're running to the bank or grabbing some lunch), pretend you're a parent looking to rent a clarinet, and only then decide whether this area of your business needs work!

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