



ENHANCING THE EXPERIENCE

**CONSISTENT CUSTOMER
SERVICE AT THE RETAIL LEVEL**

HOW ABOUT YOU?
YOU WANT YOUR
COFFEE WARMED UP?...







HOW WE DEFINE CUSTOMER SERVICE

- A COMPANY MISSION STATEMENT
- A TRAINING PROGRAM
- A TOOL TO MONITOR AND EVALUATE



To Have a Friendly and
Knowledgeable Staff Serve the
Finest and Freshest Hawaiian
Coffees in an Inviting, Clean and
Fun Atmosphere



Creating an **EXPERIENCE** for the **Customer**

- Place- clean, Hawaiian whimsical motive
- Product- Variety of 100% Hawaiian Coffees
- People- Knowledgeable and Friendly



10 Steps to Success

1. Maintain a positive attitude and a pleasant disposition
2. Greet every customer within 30 seconds of their entering the store.
3. Behave as a professional salesperson, not a clerk
 4. Do not assume
 5. Be Proactive
 6. Ask questions
7. Exhaust all possibilities
 8. Close the sale
9. Find out and work through the customer's objections
 10. Keep a customer book

You haven't had
a cup of Hawaiian coffee
until you've had
a Cup O' Kimo!



WHEN YOU'RE BUYING HAWAIIAN, MAKE SURE
YOU ARE BUYING THE VERY BEST HAWAIIAN COFFEE.

Is it 100% pure Hawaiian?

This may sound like a no-brainer, but if it isn't grown in Hawaii,
it's not Hawaiian coffee. We bring you Hawaii's best
coffee — state certified — from select farms throughout Hawaii.

What grade is the coffee?

Grade A, No. 1, Kona, Peaberry — da best. You get the ideal!
Needless to say, Kimo Bean uses Extra Fancy, Fancy
and Peaberry grades — all guaranteed to give superior taste.

Where is it grown?

OK — we know it's grown in the ground, well on
trees actually. But the soil, elevation, rainfall and processing
are things that directly affect the final cup.

Kimo Bean coffee comes from a handful of estate farms
where conditions are perfect and quality is king.

How fresh roasted is "Fresh-Roasted"?

If it were any fresher, you would be roasting it yourself!
Every Kimo Bean coffee is small-batch roasted for immediate demand
and sold at its fresh-roasted best.

Is the coffee whole bean or ground?

Grinding the beans before packaging exposes more
coffee surface to oxygen — not a good thing!
So here at Kimo Bean we always package whole beans.
If you want it ground, the Kimo Crew will grind
it fresh — just for you.

Step Three Ltd. dba Kimo Bean Coffee Company
Selling Skills
Shopping Test Form

Store Location:	Date:
Time In:	Time Out:
Sales person (name or description):	

Please answer the following 9 questions, Yes, No, or N/A	YES	NO	N/A
1. Were you greeted when you entered the store?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Did the staff present themselves in a professional manner in regard to dress and grooming based on the dress code policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Did the salesperson approach you and offer you a sample of brewed coffee and a brochure when you were browsing the retail area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Did the salesperson ask you questions that would help them to determine your needs or taste in regard to the products that are carried in the store?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Did the salesperson "ask for the sale"? Did they in some way suggest that you go ahead and purchase an item that you seemed interested in?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. If applicable, if for any reason you resisted the salesperson's suggestion that you make the purchase, did they try to find out or understand why you were not going to buy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. If applicable, if you expressed concern about taking your purchase with you, did the salesperson mention that shipping was available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. After making your retail selection, did the salesperson suggest another item to add to your purchase?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. At the end of your transaction, did the salesperson thank you for your visit & inform you about their website? www.kimobean.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SAFEGUARD SERVICES, INC.

1000 Bishop Street / Suite 608 / Honolulu, Hawaii 96813-4206
 Telephone: (808) 526-2006 Fax: (808) 523-3826 info@safeguard-hi.com

SNACK SHOP

CLIENT: Step Three, Ltd.

LOCATION: Kimo Bean Coffee [REDACTED]

DATE: 03/17/04

WEEKDAY: Wednesday

TIME IN: 1:35 PM

TIME OUT: 1:50 PM

Greeting: "Hi"

Employees on Duty

Clerk: Oliver

Clerk:

Clerk:

<i>Employee Activities</i>	<i>Y</i>	<i>N</i>
Employees Neat?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Well Groomed?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Drinking?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Eating?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Smoking?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Friendly?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Order Correct?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<i>Suggestive Selling</i>	<i>Y</i>	<i>N</i>
Entree?	<input type="checkbox"/>	<input type="checkbox"/>
Beverage?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Dessert?	<input type="checkbox"/>	<input type="checkbox"/>
Others?	<input type="checkbox"/>	<input type="checkbox"/>

<i>Register Transaction</i>	<i>N/A</i>	<i>Y</i>	<i>N</i>
Dial Visible?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Receipt Issued?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Drawer Closed?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sales Recorded?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Items Given Away?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Thanked by Employee?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Any Discrepancies Noted?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Amount Requested:	\$20.05	
Amount Tendered:	\$21.00	
Amount Recorded:	\$20.05	

Transaction #2050184778

Number of Patrons in Line	1
Minutes in Line	3

<i>Premises - Counter Area</i>	<i>Y</i>	<i>N</i>
Counter Top Clean?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Napkins in Holder?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Straws Available?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Coffee Stirrers Available?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Condiments Available?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<i>Premises - Dining Area</i>	<i>Y</i>	<i>N</i>
Tables Clean?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Trash on Tables?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Trash on Floors?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Floors Wet/Slippery?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Trash Cans Too Full?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

<i>Restrooms</i>	<i>M</i>	<i>W</i>	<i>Y</i>	<i>N</i>
Floors Wet?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trash Too Full?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paper on Floor?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disagreeable Odors?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plumbing OK?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soap in Dispensers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Towels Available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fixtures Clean?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Meal Items for Shopper #1

Kahala Latte, Kimo bean t-shirt

Meal Items for Shopper #2

PARKING	\$0.00
TOTAL	\$20.05

STEP THREE LTD. DBA KIMO COFFEE BEAN COMPANY
SELLING SKILLS
SHOPPING TEST FORM

STORE LOCATION: <u>Ambassador Hotel</u>	DATE: <u>03/17/04</u>
TIME IN: <u>1:35 p.m.</u>	TIME OUT: <u>1:50 p.m.</u>
SALES PERSON (NAME OR DESCRIPTION): <u>Oliver</u>	

Please answer the following 9 questions, Yes, No, or N/A	YES	NO	N/A
1. Were you greeted when you entered the store?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Did the staff present themselves in a professional manner in regard to dress and grooming based on the dress code policy?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Did the salesperson approach you and offer you a sample of brewed coffee and a brochure when you were browsing the retail area?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Did the salesperson ask you questions that would help them to determine your needs or taste in regard to the products that are carried in the store?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Did the salesperson 'ask for the sale'? Did they in some way suggest that you go ahead and purchase an item that you seemed interested in?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. If applicable, if for any reason you resisted the salesperson's suggestion that you make the purchase, did they try to find out or understand why you were not going to buy?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
7. If applicable, if you expressed concern about taking your purchase with you, did the salesperson mention that shipping was available?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
8. After making your retail selection, did the salesperson suggest another item to add to your purchase?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. At the end of your transaction, did the salesperson thank you for your visit & inform you about their website?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

STEP THREE LTD. DBA KIMO COFFEE BEAN COMPANY
SELLING SKILLS
SHOPPING TEST FORM

STORE LOCATION: <u>Hyatt Regency Waikiki</u>	DATE: <u>03/27/04</u>
TIME IN: <u>12:21 p.m.</u>	TIME OUT: <u>12:55 p.m.</u>
SALES PERSON (NAME OR DESCRIPTION): <u> </u>	

Please answer the following 9 questions, Yes, No, or N/A	YES	NO	N/A
1. Were you greeted when you entered the store?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Did the staff present themselves in a professional manner in regard to dress and grooming based on the dress code policy?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Did the salesperson approach you and offer you a sample of brewed coffee and a brochure when you were browsing the retail area?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Did the salesperson ask you questions that would help them to determine your needs or taste in regard to the products that are carried in the store?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5. Did the salesperson 'ask for the sale'? Did they in some way suggest that you go ahead and purchase an item that you seemed interested in?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6. If applicable, if for any reason you resisted the salesperson's suggestion that you make the purchase, did they try to find out or understand why you were not going to buy?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
7. If applicable, if you expressed concern about taking your purchase with you, did the salesperson mention that shipping was available?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
8. After making your retail selection, did the salesperson suggest another item to add to your purchase?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9. At the end of your transaction, did the salesperson thank you for your visit & inform you about their website?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The shopper entered the Kimo Bean Coffee Company at the Hyatt Regency Waikiki Hotel at 12:21 p.m. on Saturday, March 27, 2004 to find Employee A (male, about 5'6", slim build, with black hair) standing behind the service counter. The employee did not greet the shopper upon the shopper's entrance. The employee was well groomed and professionally attired. There were no other customers present in the store.

The store was clean and tidy with no disarray of any kind seen. The shelves were all well stocked with a variety of coffee beans and products. All of the displays were attractively presented.

The shopper waited for a few minutes to see if any other staff was available. Employee A did not attempt to approach the shopper, so the shopper decided to leave and return later.

The shopper returned at 12:35 p.m. Employee A, who was later identified as Raphael, was still present in the store and the only employee visible during the test.

A group of five Japanese customers entered the store and ordered three hot dogs, a slice of cake and several drinks from the employee. He prepared everything and then rang the sale of \$40.10. The customer tendered the exact

amount, which he put into the drawer. He then closed the drawer and issued a receipt to the customer.

The next customer asked for two cups of coffee. He dispensed the coffee and then rang the sale. The customer gave him the exact amount, which was deposited into the drawer. A receipt was then issued to the customer.

The shopper continued to browse through the store. Raphael did not attempt to approach the shopper. The shopper then asked him for assistance regarding the difference between the decaffeinated coffees.

Raphael explained to the shopper that the Kauai decaf coffee was a weak coffee and that the Kona decaf was the "brand coffee" for their company. When the shopper inquired which decaf was the best seller, Raphael replied, "The Kona decaf." When the shopper asked why it was, he said that a higher quality of bean was used.

The shopper inquired about the Peaberry and was told that it was like two coffee beans that were stuck together to prepare the Peaberry coffee.

The shopper hesitated for a short while. Raphael did not attempt to "sell" the Kona brand coffee, so the shopper informed him that the shopper would

purchase the bag of Kona decaf beans. He offered to grind the beans for the shopper, but the shopper declined the offer.

At the register, Raphael did not attempt to interest the shopper in a drink. The shopper then asked him which "chocolate" cold drink he would recommend. He replied, "Toddy's." When asked whether they used espresso, he said that they did not and that it was a special blend that they used.

The shopper decided to get the Toddy's, so Raphael prepared the drink. He then rang the sale, asking the shopper for \$14.01, which was displayed on the monitor. The shopper gave him \$20.01, which he placed in the drawer. He pulled out the correct change and returned it to the shopper along with receipt #2010122477. He then closed the drawer and thanked the shopper.

Raphael had a friendly demeanor. He did not approach the shopper while the shopper was browsing through the store. No acknowledgement was voiced. He did not suggest other items that the shopper might be interested in.

The shopper departed at 12:55 p.m.