

Retailer Self Assessment Tool	Self Assessment Score				
	1 - Rarely	2 - Occasionally	3 - In Progress	4 - Regularly	5 - Always
<i>We rarely do this, or not at all.</i>	<i>We do this sometimes, but inconsistently.</i>	<i>We do this with some regularity, but not reliably.</i>	<i>We do this consistently and with intention.</i>	<i>This is standard practice and part of how we operate.</i>	
<b>Gold Standard Number 1: Invest in Knowledge &amp; Customer Experience</b>					
Our frontline staff are trained and confident across core product categories.					
We have a clear onboarding and training process for new staff.					
Staff are encouraged and supported to paddle or use the products we sell.					
Long-term customer trust needs are valued over short-term sales and					
Returns or complaints are used as learning opportunities.					
<b>Gold Standard Number 2: Champion the Community</b>					
We actively support or host paddling events beyond sales promotions.					
We collaborate with local clubs, instructors, and community organizations to					
We proactively support educational opportunities to help new paddlers build					
We leverage brand or rep support to enhance community events.					
Our store feels like a community hub, not just a place to buy gear.					
<b>Gold Standard Number 3: Communicate Openly</b>					
We regularly share customer insights, sales trends, or field observations with					
We respond to brand or rep communication in a timely and reliable way.					
Feedback we provide to brands or reps is clear, constructive, and focused on improvement.					
We clearly communicate the support, resources, or information we need from					
Our communication with partners is guided by long-term relationship health					
<b>Gold Standard Number 4: Align with Brand Partnerships</b>					
Our brand partnerships align with our values and customer base.					
We are intentional about which brands we invest in and we can clearly					
Brand assets are used effectively in-store or online.					
Core brands are treated as long-term partners.					
We actively engage with brands whose programs & promotions drive					
<b>Gold Standard Number 5: Be Strategic</b>					
Buying decisions are based on data and experience, not habit.					
We invest in activities that grow participation, not just sales.					
Paddlesports has a defined role in our 3 - 5 year business strategy.					
Events and promotions are tied to clear goals.					
We consistently consider the long term impact of short term decisions					
<b>TOTAL SCORE</b>	0				