



# National

# Awards *for* Excellence 2009

## BEST RETAIL LIQUOR OUTLET

**HOTEL/VENUE:**

**DATE VISITED:**

This category may include drive-in bottle shops, walk-in bottle shops or a combination of both. This category is judged solely by an anonymous site inspection

➔ Circle corresponding score out of 5, and write given number at end of line

### GENERAL

Design, layout & lighting	1	2	3	4	5	_____
Evidence of effective venue marketing	1	2	3	4	5	_____
Efficiency & appeal of stock presentation	1	2	3	4	5	_____
Effective special promotions	1	2	3	4	5	_____
Relaxed atmosphere	1	2	3	4	5	_____
Cleanliness & hygiene of premises	1	2	3	4	5	_____
Integration of specials	0	1	2			_____
Pricing relative to target market	0	1	2			_____

**General Score:**

**/34**

**General Comments:**

### STORE PRESENTATION

Entrance clearly and easily accessible	1	2	3	4	5	_____
Neat and tidy layout	1	2	3	4	5	_____
Displays (incl. windows) merchandised appealingly	1	2	3	4	5	_____
Signs and price points professionally written	1	2	3	4	5	_____

Point of sale area clean, tidy and uncluttered	1	2	3	4	5	
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**Store Presentation Score:** **/25**

**Store Presentation Comments:**

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## BEVERAGE

Local, national and international variety of beers	1	2	3	4	5	
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Local, national and international variety of wines	1	2	3	4	5	
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Local, national and international variety of spirits	1	2	3	4	5	
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Provision for wine tasting? (0= No, 1 = Yes)	0	1	-	-	-	
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Product range suits local needs	1	2	3	4	5	
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**Beverage Score:** **/21**

**Beverage Comments:**

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## STAFF

Presentation of staff	1	2	3	4	5	
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Knowledge of products	1	2	3	4	5	
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How well did the staff member present the merchandise?	1	2	3	4	5	
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Adequate number of staff relative to number of customers	1	2	3	4	5	
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Were all staff wearing some form of identification?	0	1	-	-	-	
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Were staff aware of activity within the store or drive-in?	0	1	-	-	-	
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Were staff security conscious?	0	1	-	-	-	
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How well did the staff member establish the needs of the customer?	0	1	-	-	-	
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Was the customer offered assistance within 2 minutes of entering store?	0	1	-	-	-	
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Did the staff member display a friendly manner in their approach to the customer?	0	1	-	-	-	
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Did the staff member offer an open-ended question leading into a conversation?	0	1	-	-	-	
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Was the customer given priority over other tasks?	0	1	-	-	-	
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Did the staff member take the opportunity to introduce an <i>add-on</i> sale?	0	1	-	-	-	
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Was the staff member pleasant and courteous during the completion of the sale?	0	1	-	-	-	
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Was the sale processed confidently, efficiently and with a minimum of fuss?	0	1	-	-	-	
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Did the staff member thank the customer for the purchase?	0	1	-	-	-	
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Was the customer invited to return?	0	1	-	-	-	
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**Staff Score:** /33

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**Staff Comments:**

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**TELEPHONE TECHNIQUE 0 = NO                      1 = YES**

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Was the telephone answered within 3 rings?	0	1	-	-	-	
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Was the name of the hotel identified?	0	1	-	-	-	
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Did the speaker identify themselves?	0	1	-	-	-	
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Did the speaker encourage you to visit the hotel?	0	1	-	-	-	
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Did the speaker offer a pleasant parting comment?	0	1	-	-	-	
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**Telephone Score:** /5

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**Telephone Comments:**

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**ENVIRONMENTAL SUSTAINABILITY**

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Evidence of in-house recycling programs	0	1	2	
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Evidence of support for environmental sustainability	0	1	2	
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Best practice in waste management	0	1	2	
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Energy saving initiatives	0	1	2	
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Water saving initiatives	0	1	2	
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**Environmental Sustainability Score:** /10

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**Environmental Sustainability Comments:**

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**JUDGES OVERALL EXPERIENCE:**    1   2   3   4   5   6   7   8   9   10                      /10

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**➔ TOTAL SCORE** /138

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