

RECOGNIZING OUR ASSOCIATES

President's Club 2000 Winners

The following five Sales Counselors made President's Club every month during the last fiscal year. These Associates were willing to let us in on a few of their secrets.

On the facing page, you'll find the full list of Associates who met President's Club standards every month during FY2000.



Kenneth Knapp
Home Office Sales Counselor
Store 3149, Northeast Division

- Joined Circuit City October 1998
- Earned a Platinum Club Bonus for 11 out of 12 months
- Sales for last fiscal year were 143% over his target
- Two-time Sales Excellence Award Winner

Ken's Tips: Ken likes to get to know his customers, and in turn help them to know the products. To do this, he says, "Be very personable and build a good rapport." This approach helps in the next step—explaining new, often confusing technologies. Lots of customers out there are unsure

about what's available to them, Ken says, especially when it comes to computers. "I write everything down for a customer and explain what it means," Ken says. Helping customers understand the benefits of the newest features makes them feel at ease. And it pays off! There's one thing Ken doesn't like, however, and that's to take all the credit. "You're a product of your environment," he says. "A good store, good management, and a good crew help make the sale from start to finish." Well, we think you have something to do with it too. Way to go, Ken!



Harry Wyers
Audio/Video Sales Counselor
Store 1629, Western Division

Entered Circuit City 1992

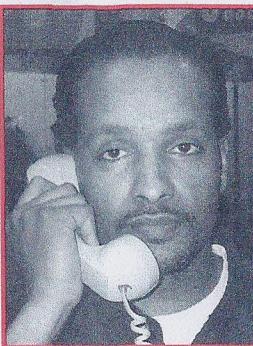


Linda Obosla
Majors Sales Counselor
Store 712, Southern Division

- Joined Circuit City June 1992
- This year she earned a Platinum Club Bonus 12 months
- Six-time Sales Excellence Award Winner

Linda's Tips: Linda thrives on success, so it's not surprising she does her job so well. "I like the challenge, and I try to be the best," she says. "My personal goals make me strive for more." What's her secret? "Be the customer's friend," she says. "If you're their friend, they'll trust you. Know your product well so your customer believes in you.

Listen to what they say to you and then show them what they need." Linda gets a lot of repeat and word-of-mouth business. "Today a customer who hadn't been here for a year called and said she wanted to make sure I was here before she came in," she says. A little explanation and understanding can go a long way, both for the customer and the sales counselor. Thanks Linda, our customers are in good hands with you around!



Victor Cheek
Video Sales Counselor
Store 3172, Central Division

- Joined Circuit City October 1992
- This year Victor earned a Platinum Club Bonus 10 out of 12 months
- His sales for last fiscal year were 111% over his target
- Five-time Sales Excellence Award Winner

Victor's tips: "You can do it too!" That's what Victor says. Of course, it may seem easy to someone who's made the President's Club every month for the past three years. But Victor has some helpful advice so you can join the Club too! In addition to greeting customers, exposing them to the latest technologies, and understanding their needs, Victor lets his customers know that he's there for them even after the sale. It's a "win-win situation" when you support the customer even after the sale, he says.

- Earned a Platinum Club Bonus 10 out of 12 months
- His sales for last fiscal year were 141% over his target
- In the top 1% for two months
- Three-time Sales Excellence Award Winner



Harry's Tips: Harry's in good company in his department. He builds on this sturdy foundation with his own set of good practices. "Set daily goals that are achievable," he says. "Small goals are easier to achieve." And they sure add up at the end of the day. You may not meet your goals until late in the day, so don't give up too early." How does Harry reach his daily goals? "The point is to make the sale today," he says, and to do this, he looks at each sale individually, treats customers as he'd like to be treated and answers their questions without rambling. Other keys to Harry's success include talking to every customer—both the husband and the wife if a couple comes in together. Be sure to acknowledge children, he says—customers appreciate it. Harry knows how customers like to be treated and it shows. Here's to continued success, Harry!

Management President's Club

The following managers can claim the honor of winning Management President's Club honors every month in Fiscal Year 2000. This is an outstanding accomplishment. These DMs and Store Managers receive \$2,000 toward a "Dream Vacation" for two. Sales Managers and Operations Managers receive \$2,000 in Circuit City Stock.

Central Division:

Store Mgr	Scott Mickelson	3127
Sales Mgr	Russel Zagars	3127

Northeast Division:

Store Mgr	Kevin Rodabaugh	3151
Sales Mgr	John Johnson	3151

Southern Division:

Store Mgr	Juan Machado	3207
Sales Mgr	Denis Foo	3207
Sales Mgr	Neilson Vega	3207
Store Mgr	Douglas Scott	1645
Sales Mgr	Craig Maxa	1645

Western Division:

DM	Barney Horton	District Manager
Store Mgr	Cress Cookston	3338
Sales Mgr	Stephen Scott	3338
Sales Mgr	David Simmerman	3338
Store Mgr	Robert Evans	3326
Sales Mgr	Iland Leone	3326
Sales Mgr	Mark Wilson	432
Store Mgr	Alfred Antoine	3360
Sales Mgr	Journa Hindi	3360
Sales Mgr	Jaswinder Cheema	3360
Sales Mgr	Shekh Yusuf	3360
Store Mgr	Navjot Grewal	418
Store Mgr	Robert Claeys Jr.	3309
Sales Mgr	William Wooldridge	3309
Store Mgr	Tom Keene	3373
Sales Mgr	Misty Murphy	3373
Store Mgr	Christina Clerici	3322
Ops Mgr	Richard Hall	3322
Sales Mgr	Chris Murray	3322
Sales Mgr	Gerald Stoner	3322

Joseph Lettre, Video Sales Counselor Store 376, Southern Division

- Joined Circuit City March 1996
- Earned a Platinum Club Bonus all 12 months
- Sales for last fiscal year were 178% over his target
- Four-time Sales Excellence Award Winner

Joe's Tips: Joe makes selling sound easy. Of course, he's had lots of experience, having grown up in his father's store and selling TVs. When it comes to working with customers, Joe's philosophy is simple. "Be honest and fill their needs," he says. You can read books on sales techniques, but it's important to remember the basics too, which to Joe are waiting on customers and knowing your product, observing people's behavior and making sure your customer has no surprises. Joe also goes the extra mile when it comes to appreciating the customer's business. "I send out thank you cards to my customers," he says. "It helps with return business and referrals." One customer who received a thank you card waited an hour and a half for Joe to finish with another customer just so he could help her. Keep up the good work, Joe!