## Table of Contents

### MANAGER’S JOURNAL 2.0 101
- MJ 2.0 Defined
- Enterprise Coaching Standards
- Accessing the Tool
- Password Resets
- Project Managers

### UNDERSTANDING MJ 2.0 HOMEPAGE BUTTONS
- Manager Standards
- Recent Documents
- New Journal Entry
- New Document
- Add/Remove Employee Names
- My Employee Documents

### UNDERSTANDING MJ 2.0 REPORTS
- My Manager Report
- District Reports
- Region Report

“YP Proprietary Information (Internal Use Only)” for material that should not be used by anyone outside YP. 3/7/2017
Manager’s Journal 2.0 Defined

Manager’s Journal 2.0 is … a web based application designed to be a repository for premise sales coaching documents. In the application, YP™ sales managers complete electronic forms and journal daily activities related to coaching and developing YP™ sellers.

The confidentiality is maintained via assigned “profiles” which only permit access to documents based upon job title. Manager’s Journal additionally allows reports to be generated for comparing actual field activity against established enterprise coaching standards.
# 2017 ENTERPRISE COACHING STANDARDS

**Audience:** YP™ Sales Management - All Premise Sales Regions

<table>
<thead>
<tr>
<th>COACHING ACTIVITY</th>
<th>DESCRIPTION</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Meeting Evaluation</td>
<td>To readily identify and evaluate areas of the sales interview which are well developed and those which need improvement. The skill areas which are deficient become part of the weekly and monthly discussions.</td>
<td>4 / Week</td>
</tr>
<tr>
<td>One-on-One Coaching Session</td>
<td>Provides bi-weekly touch point with each seller to discuss coaching opportunities, performance metrics and bi-weekly calendar of activity/goals</td>
<td>2 / month / seller</td>
</tr>
<tr>
<td>Monthly Informal Performance Review</td>
<td>This discussion includes seller rankings, assignment review and coaching plan. Coaching plan must be specific, observable and measurable.</td>
<td>1 / month / seller</td>
</tr>
</tbody>
</table>

- **Sales Meeting Evaluation** frequency is minimum activity expected to be documented in Manager's Journal
- **Enterprise Coaching Standards** were developed with the help of SVPs and their appointed Sales Leadership Delegates
Manager’s Journal 2.0 Interactive Job Aid

MANAGER’S JOURNAL 2.0 101

Project Manager

Questions related to this document can be directed to the Project Manager: Rocki Jones – Sr. Manager – Sales Force Operations rj385f@yp.com

Accessing the Tool

To access MJ 2.0 via your computer or iPad, type in the url https://managersjournal.yellowpages.com/ into a new browser window (save to your favorites or save as a bookmark on iPad). The first window will be the YP Logon window, once you have successfully logged in your access to MJ 2.0.

Password Resets

Access MJ 2.0 via the YP Login screen with your YP UID and normal password (used to log in to your computer). If you have forgotten your password, follow the “Forgot your password” hyperlink.
Manager Standards

Go here to find out which coaching activities you are supposed to complete and the frequency at which you are supposed to complete the activity when coaching YP™ sellers. It shows the type of coaching activity, a description of the activity and provides a target metric per seller. These enterprise coaching standards have been set by YP™ Senior Vice Presidents of the premise sales organization. They are monthly objectives that must be met with regard to the minimum number of coaching activities.
UNDERSTANDING MJ 2.0 HOMEPAGE BUTTONS

Recent Documents
This will be your 15 most recent documents displayed on your MJ 2.0 homepage for easy access and editing.

New Journal Entry
Journaling is ‘not’ the same as coaching – “coaching” is when you are engaged in activities with one or numerous employees for the purpose of developing those individuals. It is important to understand the difference, because there are no Enterprise Coaching Standards set around how many Journal Entries you do in MJ 2.0 each month. The [New Journal Entry] is where you would make a note about: an attendance problem or something the rep did well that should be noted in their Book of Achievement such as helping with training or letters of praise from customers.

New Document
Go here to create new “coaching” documents. This is where you will find those coaching forms that count towards your monthly ‘Enterprise Coaching Standard’ objectives.

My Employee Documents
Go here to view all documents (Journal Entries and Coaching Documents) created on an employee. You can view ‘ALL TIME’ documents created on an employee if they report directly to you. If the employee does not report directly to you, you will only be able to see those documents ‘you’ created.
You can create documents on any employee once added to your Employee Selection List. Go here for instructions on how to add / remove names manually, as well as, permanently for your direct reports.

The above instructions are merely for adding and removing names from inside the MJ 2.0 tool. Permanent changes in hierarchy (~ changes in an employee / supervisor relationship) must be formally communicated to human resources. Local admins will, depending on whether they are from IR or Digital Region, process a PCR or RCR request to human resources which updates all major systems. IR employees may also need to process a UAR request if they are making changes to the following: office, name, phone, email. The UAR website is http://uar.yellowpages.com/AddEvent.asp
“On Demand” Activity Reports can be generated from the home page:

1. Your own activity via My Manager Report
2. Sales Directors via District Report
3. RVPs and VPs via Region Report

Generate an activity report, during a chosen DATE RANGE, on documents ‘YOU’ created. This report reflects all documentation entered on a seller. You can drill down to the seller or a specific document by clicking on the seller’s name. The date defaults to “This Month”. It be modified to previous month, all time or a specific date range.
UNDERSTANDING MJ 2.0 REPORTS

District Report

Sales Directors can generate an activity report, during a chosen DATE RANGE, on documents he/she created. A ‘District Report’ will display document activity created on any employee who, for the DATE RANGE chosen, showed in the CSS Employee Table (right or wrong) as reporting to an office that falls in the chosen District. Due to the prevalence of ride share, it is likely the Sales Director will see manager names appearing in this report who ‘are not’ the Sales Director’s direct reports – this is not a hierarchy report, it is a report designed to show ALL DOCUMENT ACTIVITY. The Sales Director should notify the Manager Journal Project Lead Rocki Jones rj385F@yp.com if the drop down does not reflect the correct District(s).

Region Report

SVPs, RVPs and Regional Ops Directors can generate an activity report, during a chosen DATE RANGE, for the entire Region. A ‘Region Report’ will display document activity created on any employee who, for the DATE RANGE chosen, showed in the CSS Employee Table (right or wrong) as reporting to an office within a district that falls in the chosen Region. The VP and RVP should notify the Manager Journal Project Lead Rocki Jones rj385f@yp.com if the drop down does not reflect the correct Region(s).
Got Questions?

Questions related to this document can be directed to the Project Manager:

Rocki Jones – Sr. Manager – Sales Force Operations

rj385f@yp.com