

XYZ Boutique Store Policy/Handbook

Version: X/X/XX

XYZ Boutique Key Strategies...*What defines us*

Most Fun

Most Trusted

Best Selection

Why be vision and mission driven?

So we never lose sight of our greater purpose for existing in the first place.

XYZ Boutique Vision Statement *Guide to our Course of Action*

We see the customer walking through the door and their eyes light up with excitement. Their hearts start to pound and they have suddenly forgotten about the world they have left behind as the door closes. We require the energy to be upbeat and exciting, always making the customers feel welcome. We want the customer to feel confident we will take good care of them. If they are looking for something specific, we listen and understand their needs as much as possible. We visualize each staff member to be trained to have a warm smile, to listen to their customer's needs, to think creatively, and to have strong product knowledge. Each staff member has a will and a drive to not only take care of themselves, but to see to it that the customers are taken care of with a great experience, resulting in taking care of XYZ Boutique as a business. The staff is always thinking of how they can do a better job and how they can please the customers even more. Every customer is told thank you. The staff is so excited about everything - they are natural laws of attractions and they are natural, excellent sellers!

XYZ Boutique Mission Statement*Our Purpose, Our Reason for Existing!*

It is our mission to create a place where people can come for a complete mental, physical, and emotional transformation. This is a refuge for women to find the best in themselves – both employees and customers! A place where we treat people like the queens they are – giving them attention, respect, and honesty. A thoroughly trained and energetic staff will instill confidence in our knowledge and dedication to our customers – CONSTANTLY! When people walk out of XYZ Boutique, it is our mission that they truly enjoyed their time here and look forward to coming back! They will be confident we have provided them with the BEST SELECTION, created a FUN atmosphere, and have instilled CONFIDENCE in the HONESTY of XYZ Boutique as a company and its staff.

CUSTOMER RELATIONS AND SERVICE

- ALWAYS greet the customer with a smile, as if he or she were someone coming into your home. Also, tell them if we have any sales or specials. **Do not** rattle off all the exclusions. This can be confusing and overwhelming.
- **Know your merchandise.** Ask senior associates if you are not familiar with material, care, etc. The more you straighten, the more familiar you will become with the merchandise.
- Make suggestions and show them what is new in the store. Be confident in what you know. **Never** say that you don't know. Come up with some other way to word that you don't know. [Example: " I just started working here so I am not familiar with this line, but I would be happy to find out." or "It's a new line that we are trying out. Would you like to try

it on and tell me what you think of it?"] If you aren't sure of the benefits of a line, how is the customer supposed to know why they should buy it?

- Always offer your help when needed. Two heads are better than one.
- Give the customer your **full** attention!!! There should always be a clerk on the floor when a customer is in the store. The backroom does not count as being on the floor. **Never leave a customer on the floor alone.** You cannot give a customer your full attention if you are busy talking to another sales clerk.
- Be honest to the customer: **if she looks bad, we look bad!**
- Always say please and thank you with a smile. A customer is more likely to come back if they know they we appreciate them.

Listen to the customer. Try to understand what they are looking for. If we do not have what they want, try to suggest and show them something else. They may buy something they weren't originally looking for. They may also tell someone about something that you showed them and that can bring in more customers.

Make sure the customer understands the store policy - this eliminates future problems.

- Be their friend; they pay your wages and our bills.
- Send a Thank you to your customers. Please keep track of your own customers. This is free advertising for the store and will let the customers know that we appreciate them as customers. Thank you cards and stamps are provided by the company.

GENERAL EXPECTATIONS

- ALWAYS BE ON TIME!! You will be terminated if being on time is a problem.
- Be ready to work at time of opening. All lights should be on, open sign out, and music on!
- Everyone is to take an hour lunch for six hours of work or more. If we are busy when it is time for you leave for lunch, stay until it slows down. You will still get a break, it will just be a little later. Try to leave a number of where you will be at lunch – if needed, you will be called back immediately. Come back from lunch and be ready to go to work on time.
- If you stay late, always round to the nearest quarter hour. If you stay until 6:05, mark it as 6:00 on your timesheet. If you stay until 6:09 or 6:21 mark it as 6:15 on your timesheet.
- SCREEN ALL CALLS. Always ask who it is then tell them we are with a customer. Get their name and number. The only exceptions are family, other store, or doctors.
- Please keep all calls to a minimum. Use the phone in the backroom. Tell your family and friends you are working and you can chat when you get off or are on lunch break.
- All cell phones should be shut off when you clock in!!! Only check your phone when you are on break or at the end of your shift.
- Family and friends who visit must do so on your time, not company time. If it is a customer, then you can visit but keep it brief and try to straighten or continue to show them merchandise. Tell them you are working and are getting paid to work. This doesn't mean that you shouldn't invite friends and family to shop.

- Always be cleaning or straightening - Stay Busy!
- What goes on in the store stays in the store!!!!!!!!!!!!!! Do not give out ANY customer information or company information to anyone! It is all confidential.
- There should always be background music in the store. We have an iPod for this purpose. Music should be appropriate! In the case of bad weather, turn on the radio.
- *No personal social media, emails, cell phone or others should be done on company time.*

MERCHANDISE TO EMPLOYEES

- You will receive a 30% discount on all merchandise except already reduced sale items.
- All merchandise must be on the floor for 7 days for you to receive your discount. Merchandise taken prior to 7 days will be at 20% off.
- All employees' merchandise must be wrung up by a manager or fellow employee.
- You may buy gifts for friends and family at 20% off. This should not be taken advantage of.
- Your spouse, friends, or family can buy you gifts and receive YOUR 30% off discount.
- All merchandise is to be for your own personal use. Do not buy for your friends with your discount.
- You may hold items for 24 hours, just like other customers. If it is in the backroom longer than that, it may be sold or put back.

DRESS

- Your appearance should always be PROFESSIONAL. Jeans are allowed IF they are bought from XYZ. We encourage you to keep them dressy and PROFESSIONAL looking. Skirts cannot be more than two inches above the knee. Short shorts are also inappropriate. We do not want to see your butt! We do not want to see your breasts either. COVER UP!!! Too much skin offends our customers.
- Casual flip flop sandals are not allowed.
- In the winter, please wear nylons or tights with all skirts. It may not be comfortable but it does not look right when you do not.
- Feel free to accessorize yourself when you get to the store. You must have a Sr. associate put the item on hold in the computer. If you wear it home accidentally, you have 24 hours to return it. You are a walking display! Just please put it back where it was before you leave work! Please do not wear earrings for the sanitation purposes.
- You are not expected to buy everything you wear from XYZ. But when a customer sees how nice you look in our clothes, they will want to try them on as well. Do not advertise the fact that you are not wearing something from XYZ. You are here to sell our clothes, not someone else's!
- **Please look your best. We are a clothing store. What you wear represents the image we are trying to portray.**

HOLIDAY/VACATION/SICK TIME/DAYS OFF

- We are closed on all 9 major holidays. Consider in an extra day off.

- Vacation time must be cleared with us first. You must ask us **one month in advance** before your vacation starts.
- Specific requests for time off will be allowed on a first come first serve basis.
- If it is necessary to take time off, **ask in advance**. We will try to schedule it in, but it may not always be possible. Time off is defined as two days off, in one pay period without pay.
- Sick time is lost time. If you are sick please attempt to find a replacement the night before or before 7:00 am. Please contact us as well so we are aware of what is happening. We are aware that you may not realize that you are sick until you awake, however, please let us know **ASAP!**
- **Do not assume others will work your hours.**
- When business is slow someone will have to go home early. Slow days can't pay to be overstaffed. Thank you for understanding.
- Be willing to work extra hours when needed. You will be paid for them.
- Personal business and appointments must be taken care of on your time not company time.
- Days off may be changed during market dates. Market dates will always be posted on the calendar.
- All employees may be expected to work weekends.
- Your scheduled days may fluctuate month to month. Therefore, please don't assume you will be scheduled for the same days or times unless prearranged with us. Our schedules change as will yours.

PAYCHECK POLICY

- You will receive your check on the first of every month by 11:00 A.M. unless the first falls on a Sunday or a holiday in which case you will receive your paycheck on the first working day following the first.
- Total your hours by writing down the date and total hours worked. Turn in your time card on the last day of the month you work. We ask that this be done on your own time not on company time. If you do not have your hours totaled, you will be paid at our convenience once you have totaled them. We are not professional bookkeepers and do payroll once a month.
- If there is ever any discrepancy over hours, you will be paid for what we believe is to be correct and have re total or double check you hours. If we have made an error, you will be credited on your next check.
- If you wish to terminate your employment, please give a two week written and verbal notice.

STORE MEETINGS

- You are expected to attend each one. If you cannot make the meeting you must collect information and ask questions on your own time. Store meetings are intended to

motivate you, educate you, and create better employee performance individually and as a team. Meeting will be posted two weeks in advance so you may have time to plan on attending.

- Store meetings are required of your position. You will be paid for this time.
- Bonuses will be given on the basis of sales, attitude, and performance. You do not automatically get a bonus.
- You must know all store policies and procedures. If there is a question, please ask in private at the back of the store, NOT in front of a customer.

MERCHANDISE POLICIES

- Do not hold merchandise for anyone before a sale. They are to receive the percent off at the time of the hold. If they really want the merchandise they can come during the sale like everyone else.
- Proper paperwork and documentation for all charges, ROA, and layaways must be completed. *Do it right away.* If you forget, it will create a mess when the book work needs to be done.
- No additional discounts will be given to a customer without our permission or that of a store manager. A customer may try to trick you into thinking they get a discount when they do not. Tell them that you are not **authorized** to do so, and then double check with us. This way you will not sound rude.
- Customer Approvals go out for 24 hours only. Explain our NO CASH BACK policy and that the item must be back in store within 24 hours or it will be charged on their credit card. Make sure you get customer's phone #, address and credit card #, expiration date, and cvc number on back of card. Put that info in a secure place or in "NOTES" section on POS. You will be personally financially responsible for anyone who does not bring merchandise back or does not pay for it!! Think twice to whom you are letting clothes go home with.
- Always push layaway. They must put 10% of the total cost down. We keep the clothes in the backroom until they are completely paid for. It is rung through as a "CHARGE". When they pay it will be a "payment". Make sure they understand their down payment will be forfeited if they decide to change their minds. It cannot transfer to another item. By keeping the merchandise set aside for a long time the store misses out on the chance to sell it to another customer. We like all layaways to be paid for within a few months.
- Initial all checks you take. You will be financially responsible if you take a bad check from a customer. Please see to it that you see their photo i.d and get their driver's license number. That is like a social security number and you can track a person with that number. Make sure all their information is current. Especially their phone number and put their name into POS. We do charge \$25.00 plus on all returned checks.
- Verify all checks under 500. Feel free to call their bank and confirm there is money in the account.
- We only do IN HOUSE CHARGES per management approval only.

- In the rare case that we have CHARGED merchandise to a customer or employee the certain rules do apply:
- All accounts must be paid in full within one month.
- Kindly explain the terms of personal charges. They will be charged interest on outstanding balances.
- Charges and Layaways MUST have a phone number and a signature of the customer.
- You are personally financial responsible for any charges you make with customers.
- Accounts must be current and payment must be made on balances due or there will be interest added to their account.
- Interest will be added to the account on the 23rd of each month at a rate of interest appropriate for banking standards.
- Your account must be paid in full before you receive your final paycheck. We will hold your paycheck until the account is cleared.
- Sale items with NO BARCODE to scan will be rung up as GMS. (General Merchandise Sale) Sale items over 40% off cannot be returned. Certain Exclusions may apply.
- When merchandise is returned, the computer information on the tag is to be reprinted if the price had been cut off. Cut the tag from the garment and pin it to it and hang on the hang back rack for someone to make a tag for it.
- If the customer returns something that was damaged when they purchased it, tell them we will pay to have it repaired. Do not exchange a damaged item unless it is beyond repair. Try to satisfy the customer with exchanges.
- Try to complete the necessary tasks on the day it should be done. Do not assume that the next day will be slow and they can get it done then.
- ROA's and layaways must be rung up on the clerk's key that initiated the sale. Someone worked hard for that sale and they should get credit for it. If you worked as a team on a sale discuss how you will divide up the sale as no one feels unaccredited.

RECEIVING MERCHANDISE

- All items should be received from the TO DO LIST in POS.
- Keep all market orders, purchase orders, and invoices in a folder or in the back room and out of sight of all customers.
- Customers should never know what we pay for merchandise.
- Date and sign all packing slips and invoices.
- Open one case at a time. This eliminates confusion when tags have to be made.
- Hang and size them properly. Check sizes closely.
- Count and record merchandise.
- Pay close attention when tagging to make sure the right tag goes on the right garment.
- Color code women's sizes with white tab (x-lg or 16 and up) and blue tabs for petites.
- Merchandise that has the wrong codes and sizes means a loss in sales. Tags will have to be remade when they are wrong.
- If we did not order merchandise, it goes back to the company. That is why we double check OUR order form.

- ALL NEW MERCHANDISE MUST BE STEAMED unless it has NO wrinkles when it comes in.
- Any item that is damaged or soiled will be returned to the company.
- Mark the flaws with a fluorescent sticker and make a return slip at once.
- If a flaw can be fixed send it to June Hahn or Maxine Anderson at once.
- If something needs to be cleaned, take it to the cleaners immediately. Pick it up when it is done or make a note in back as to when it will be finished.
- If you can't get all the new merchandise unpacked on the day it comes in do not sacrifice floor time. Instead, leave it for the girls to do the next day. However it is important to get the merchandise out right away. DO NOT LET IT SIT IN THE BACKROOM!!!! Customers can't see it and buy it if it's in the BACK ROOM.
- Do a paid out for alterations.
- When alterations are delivered back to the shop please follow directions on ticket. Call and let the customer know their alterations are back. If it is something that has been bought from the store, steam it for them. It's good customer service. If it is an item purchased from XYZ Boutique you may need to hang and steam for customer.

STEAMING

- Turn on steamer daily when you open the store. Make sure it has water in it. Steam items that require it.
- MAKE SURE TO TURN STEAMER OFF AT END OF DAY! This is a fire hazard.
- We steam wedding dresses, prom, bridesmaid, and any others for a \$20.00 a dress fee. There is a form they can fill out that waves liability if our steamer spits water build up on the dress and ruins it or if we damage it in any other way.
- We do not want to keep the dresses here longer than a day for liability reasons.

SPECIAL ORDERS

- We do not encourage special orders. The goal is to sell what we do have. Typically the companies only "cut to order" and do not have extra stock in the warehouse. If they do we then have to order another 6 pcs. It is no longer a profitable transaction. If they are persistent take their info, size style number, color etc. and you will call them back when we get a hold of the company.
- Typically we charge \$5.00 for shipping a package. We may waive the fee if it is a sizeable and profitable sale. Do not offer it. Management will have to approve it.

DISPLAYS

- When displays are taken down you may need to re-steam all garments and put them back on the proper hangers.
- Always be very willing to take down a display for a customer.
- Try new ideas. This is a creative environment. We love new ideas for merchandising things.

- Always check displays when you get to work to see if mannequins need to be dressed or if jewelry forms are missing jewelry. Don't forget the window. Hide all tags when possible and clothes pin the back of outfits on mannequins to keep a fitted look.
- When working on displays your first obligation is the customer. The display can be completed later.

BASEMENT

- Everything in the basement has a proper place. It is your responsibility to put it back where it came from. This saves time for everyone. Be considerate of others.
- Do not stack things in front of the basement door unless you have a customer in the store and therefore cannot leave the floor. Take the initiative to take things down to the basement. It does not matter if it was your display item or not!
- Employees are the only ones allowed in the basement.
- The customers are never to know we have any merchandise in basement.

OTHER

- There should never be hang backs! Constantly be doing hang backs. Work as a team with this. If you are working with a customer, rule of thumb is you always take care of them, their dressing room, and their hang backs. But teamwork is always appreciated!!
- All items should be removed from the dressing rooms by sales staff, not the customer. This ensures there hasn't been any shoplifting and that the items are returned to the proper spot.
- Straighten at every possible moment. It has to be done. The store should be straight at all times. You will get familiar with the clothes and sizes available by straightening. It will make you a better sales clerk.
- Straightening means check sizes, color groups, sleeve length, tags, zipped, buttoned, and clean.
- If you aren't sure where an item goes, always ASK! Do not assume it's the last item or put it somewhere it doesn't belong as we may potentially miss a sale when looking for that size for the next customer.
- Vacuum and dust every other day or as needed. Please move displays and dust and vacuum underneath.
- Dust off counters every day!
- Clean the back room before you go home. No one likes to come into a mess.
- Put things back where they come from in the basement and in the backroom.
- LOOK FOR THINGS TO DO!!! You are paid to stay busy and to work!! (This is when you can use your personal strengths.) Are you a good organizer? Then straighten in the back room, shelves, etc. If you aren't productive during work hours, you will be expected to stay late and vacuum, dust, straighten, empty hanger boxes, etc.
- If there is a problem, make the best decision for the customer and the store.
- Try to complete the necessary tasks on the day it should be done. Do not assume that they next day will be slow and they can get it done then.

SHOPLIFTING

- Shoplifting is illegal.
- Any employee caught shoplifting will be terminated immediately.
- If you suspect a customer, never leave their sight. Straighten a rack next to them or do busy work by them.
- Make small talk and try to get as much information as possible from them. Where they live, their name, etc.
- If they ask if we have something trying to get you to turn your back on them to find it, tell them no. Do not turn your back on them.
- Communicate with other team members what you think is going on. Keep all team members on the floor to watch.
- Call the police immediately if you have seen someone shoplift.
- You can ask them if they wanted to pay for the item in their purse. Be bold!!!!
- Follow them out of the store to get a description of their vehicle.
- You may be personally responsible if you are negligent on pursuing a shoplifter.

NON COMPETE CLAUSE

While working at XYZ Boutique or within 6 months of your termination, you agree to:

1. NOT open a store or
2. Replicate or sell products sold at XYZ Boutique within a 60 mile radius of our stores.

I _____ have read and fully understand and agree to the XYZ Boutique Store Policy.

Date: _____

Signature: _____

Manager: _____