



mimmic

BIJUTERIAS

training manual

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*Its your stage,  
make the difference!*

# It's your stage, make the difference!

This manual was designed to enhance Mimmic family knowledge of our Policy & Procedures. Our goal is to invest in you and make your experience with us, one of the very best.

This manual is a tool which is to be used during training of new hires/current staff and can be used to look back upon as a refresher of questions and situations that will come up daily.

This is a living document that will continue to grow with our company as we gain knowledge and experience everyday!

We want this manual to not only make a difference in your professional life but also your personal one as well, remember you don't have to be brilliant, rich, beautiful, or perfect. You just need to **passionate!**



**Training**  
is teaching, or  
developing in oneself or  
others  
*any skills and knowledge  
that relate to specific  
useful competencies.*

**Training**  
has specific goals of  
improving one's  
capability, productivity  
and performance.

TRAINING SCHEDULE	DAILY OUTLOOK TOTAL OF 20 HOURS OF TRAINING	TEST DATE MANAGER SIGNATURE
Day 1	About Mimmic, explain the training, policy and procedures, 36 things to do, merchandise/tags/customer service, body language. <b>(4 hours)</b>	
Day 2	Test for day one. Shadow manager, open ended questions vs closed ended questions, when is it the right time to approach? Zoom in and out method. <b>(4 hours)</b>	
Day 3	Test for day two. Engage with customers, promotions, tag review, customer service, body language, evaluate, feed back. <b>(4 hours)</b>	
Day 4	Test for each day priors and evaluation review. Register knowledge, proper cash handling, gift cards, emails, online, credit cards and identifying customers properly, daily test. <b>(4 hours)</b>	
Day 5	Mimmic ready!! Final test on all days prior. <b>(4 hours)</b>	

# Day one

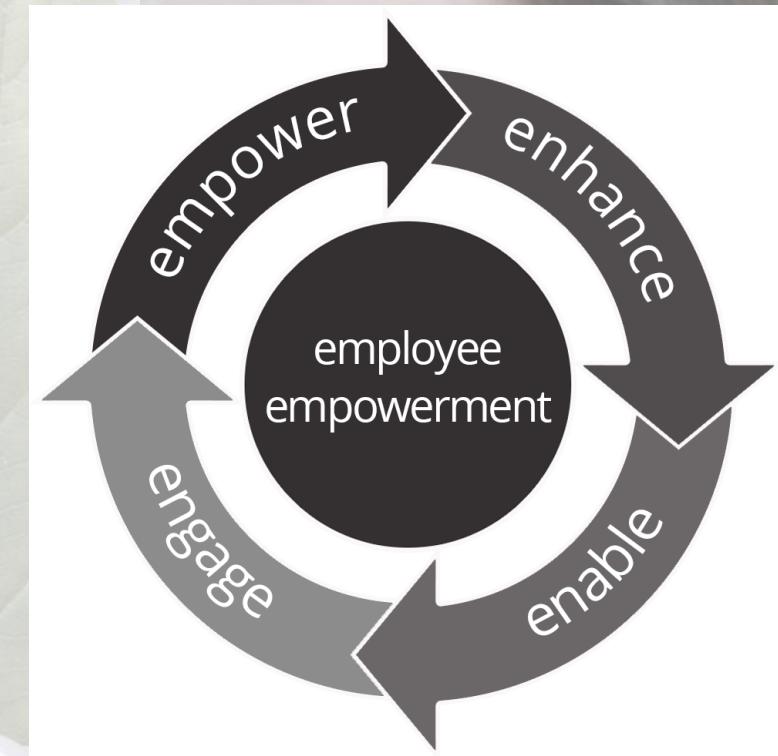
## prepare employee training

Plan and prepare prior to scheduling new employee, make sure you have an extra person to cover at the same time frame to ensure proper training with new employee. Mark scheduled training hours yellow in *when I work*.

Each training day has 4 hours for a total of 20 hours.

*Each new employee you train has a cost of the trainer's hours, trainee hours and the hours for the person covering the sales floor during training. This can add up to more than \$700 per person trained.*

Training should be scheduled to occur during Friday or Saturday mornings. If the new hire is being hired to cover a specific gap in schedule coverage training should take place during that time. For example when hiring a closer they will need to be trained on closing shifts.



# Day one

## prepare employee training continued

When new employee arrives, **managers are the welcome wagon!**

Be ready for the new employee in the front of the store, to begin demonstrating proper welcoming, introduce new employee to any staff running the store as you walk to your back area, keep it simple and to the point. Lots to cover in a four-hour window.

As you set up the employee in your desired space, ensure that there is an employee training booklet, copy of the 36 steps, policy and procedures manual, store protocols quick guide, i9 forms (3pages), verbal communication policy, employee interaction guide, dress code guide, signature documents for each area listed as discussed, note pad for employee, pen or pencil, timer and manager laptop.

Begin with **all about Mimmic** and view the Mimmic web site. Show the different locations and explain or answer any questions. *Question should be based on what was discussed.*



# Day one

## prepare employee training continued

**Policy and procedures manual,** as you begin to go over policy and procedures make sure you have your sign-off sheet for every policy and procedure reviewed, so that the employee can initial as they complete each section. The manager is to touch on each area and allow time to answer any questions or concerns. This manual must be reviewed as a whole, please make sure employee initials each topic and signs once it all has been discussed.

**Break** (15 mins) give the employee time to stretch and get his/her thoughts before continuing.

**36 things to do when it is quite,** this is a very simple form to go over, it's pretty much self explanatory.

**But... customers are always the priority** over any actions described in this document.

*So no matter what, staff have to be aware of their surroundings every 10-20 seconds.*

*Customers can walk-in at anytime.*

As you start from the beginning, explain and give ideas, about restocking, checking areas and cleaning duties.



# Day one

## prepare employee training continued

It is essential for the trainee to be confident with the products that Mimmic is selling. No matter how skilled and experienced a salesperson is, if they have no adequate knowledge of the products, they will not be successful at selling.

It is also essential that the trainee can determine the need of our customer and then approach the customer with a solution to fill that need.

As follows, you will show a variation of merchandise tags, materials, and explanations of items we carry in our stores. Please this is not for them to learn, word for word. The purpose is to basically understand it and feel familiar with our products, to provide basic knowledge.



# Day one

## prepare employee training continued

**Tags and merchandise**, show examples of the different tags and have a few items to show employee.

Employees wear our items. Show how to use the jewelry check-in and -out sheet.

*Only square tag may be cut off for the daily use, but the rat tail labels can't be cut off.*

*Also, rings are not allowed to be worn for daily use!*

Take time and explain the color difference in tags and what items carry what kind of tags and why. Employees need to really understand our tags and how they are used.

**Holding two trays** with a few items to demonstrate price tags gives a good opportunity to introduce how a tray is held properly and why.

**Customer service**, give the employee the work sheets and time to fill in their answers, "what customer service means to them?" This is a great opportunity to go over body language, how we stand, our looks, these are a few ideas and important areas to review.



# Day one sign-off sheet

- About Mimmic
- Policy and procedures
- 36 things to do
- Merchandise
- Example of tags
- Merchandise materials
- Customer service
- Body language

*Trainer*

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TRAINING

# LEARN



*Trainee*

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# Day one about Mimmic



Established 2015.



European owners with a background in retail, fashion- and interior-design.



Collection: high quality, fashionable, affordable.



Designer inspired, for a global demographic.



Florida based.



Pop-up concept. 6 stores and one kiosk. Number varies.



Website: [www.Mimmic.com](http://www.Mimmic.com) - Yours forever!

# Day one

## manual and forms to be completed for personal file



### i9 Form

Please make copies of ID and SS card for personal file



### Mimmic training manual

Manual for manager and new employee with daily tasks, test, acknowledgment and receipt for personal file



### Policy & procedures handbook

Employee handbook, acknowledgment and receipt for personal file.  
Attached to policy, store protocols **quick guide** and acknowledgment and receipt for personal file



### 36 things to do when it is quiet

36 things to do.  
Acknowledgement and receipt for personal file



### Mimmic dress code

You're our *director of first impression*. You wear the Mimmic badge and represent what we stand for.



### Mimmic accident waiver and release of liability form, acknowledgement and receipt for personal file

# Day one

## policy and procedures

- ◆ Schedule – When I Work
- ◆ Attendance
- ◆ Conduct / Sexual harassment
- ◆ Incentive goals – emails / gift cards / store sale goals
- ◆ 36 things to do and when
- ◆ Dress code
- ◆ Emergency information and proper protocol
- ◆ Benefits (*Only applicable to full-time employees*)

# Day one merchandise

Trainee form

The following information you will learn, will be about our merchandise!

You may wonder **Why** we are taking the time to explain what our jewelry is made of?

Simply asking the question '**why?**' will lead us to many answers.

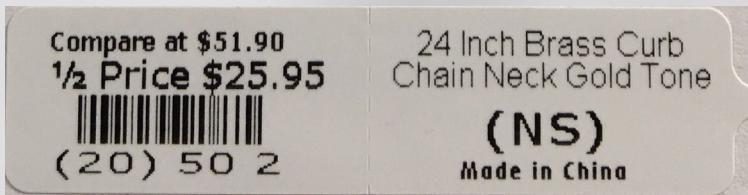
We want to know **why you** think, we are taking the time to enhance your knowledge of our products. Please write three reasons you can think of and explain.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

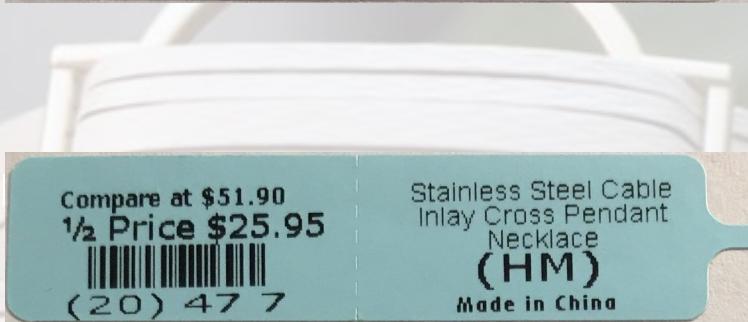


# Day one merchandise tags

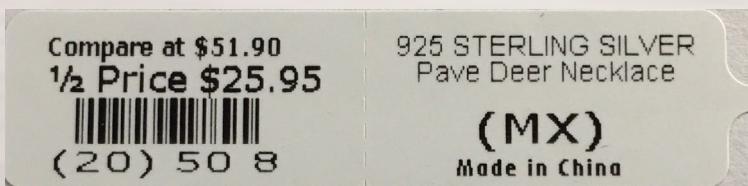
## RATTAIL LABELS



Plated  
base metals



Stainless Steel



Sterling Silver

## SQUARE LABELS



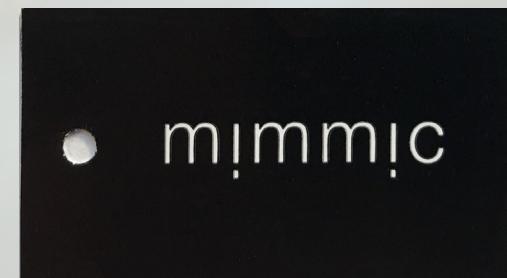
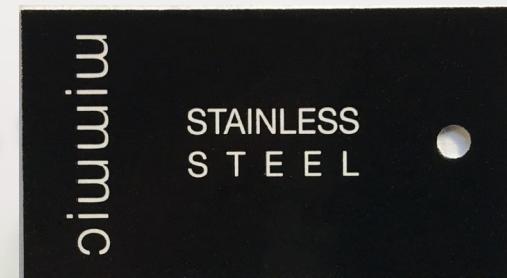
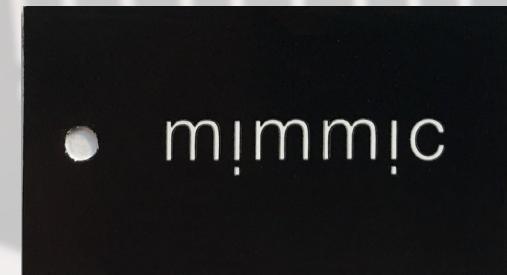
Plated  
base metals



Stainless Steel



Sterling Silver



# Day one

## materials – PLATING

We sell gold plated, rose-gold plated and rhodium plated jewelry.



Generally, **plating** is the process through which a piece of jewelry made from a certain metal is covered with a layer of another metal.

Plated jewelry is created through a process where a layer of gold, rose-gold or rhodium is either electrically or chemically bonded to a base metal. The quality of the base metal will determine the durability of the plating.

Base metals like **sterling silver**, **stainless steel**, and **brass** will provide the most durability for longer-lasting plated jewelry.

The plating itself will never tarnish, but when rubbed against other jewelry the thin layer may rub off, exposing the color of the base metal underneath.

A good example of **combined** plating is our **two-tone collection**. Of the higher quality pieces, the base metal is brass. (*You can quickly tell by the weight*) The silvery look of the combination is obtained by rhodium plating, the gold color by (*real*) gold plating.

It is important to know that any plating is a surface treatment and **will** wear off in time revealing the underlying base color. The life span of a plated finish depends on how the piece is worn. On a ring worn daily, the plating can wear off quickly.

Never use a gold or silver cleaner on plated jewelry, it will take off the thin plating rapidly.

# Day one

## materials – BASE METALS

### What is a Base metal?

Base metal is a catch-all term in the jewelry industry for metals used in costume jewelry. In costume jewelry, base metals are often **plated** with a thin layer of gold, rose-gold or rhodium.

### Common base metals are:

- Brass.** An alloy (*mix*) of copper, zinc and sometimes other metals.
- White metal** is a tin-based alloy used for low entry level jewelry components. It's called 'White metal' because of the "silvery" color.
- Titanium** is a very strong metal that's extremely resistant to corrosion.
- Stainless steel** see next pages
- Sterling silver** see next pages



# Day one

## materials – STAINLESS STEEL

### **What is stainless steel (SS):**

A steel mixture (alloy) containing chromium. The chromium is added to make the steel resistant to rust and tarnishing. The quality (grade) of stainless steel is often indicated by "304" or "316". The higher the grade the better. Practically all of our SS is "316"

### **Benefits of stainless steel over other materials:**

Stainless steel is a very hard and highly durable metal that withstands the wear and tear of everyday activities much better than many other materials. It resists scratches and will not fade or chip over time under the influence of everyday activities. The higher grades are in general hypoallergenic, making it a wonder metal of choice for body jewelry.

Highly polished the piece will have a natural shiny silvery appearance, but as indicated before it can also be plated with gold or rose-gold.



# Day one

## materials – STERLING SILVER

### **What is sterling silver?**

Sterling silver is a mixture of silver and copper to make it harder. It contains 92.5% by weight of silver and 7.5% by weight of copper. Pure 100% silver is very soft and unsuitable to make jewelry of. The sterling silver standard has a minimum millesimal fineness (meaning purity of the silver) of '925', brief for 92.5% by weight of silver.

Due to the sterling silver's copper content it has a strong tendency to tarnish. To prevent this, our sterling silver is plated with either rhodium, gold or rose-gold. When taken care of correctly, sterling silver jewelry can last you a lifetime.



# Day one

## materials – RHODIUM (only used for plating)

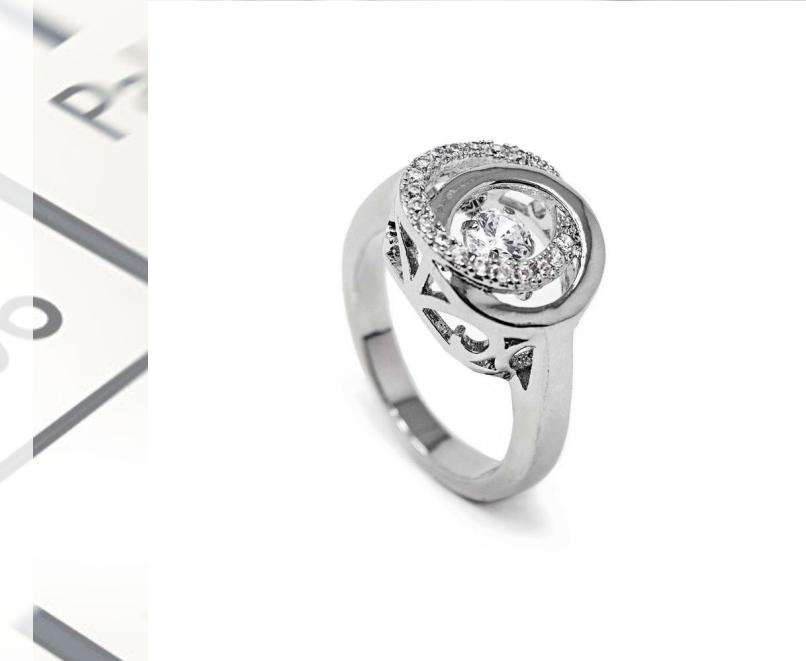
### What is rhodium?

Rhodium is a very hard and precious metal that is in the family of platinum. It can be applied on sterling silver-base, brass-base and in some occasions on more simple white metal products.

There are many upsides to rhodium plated jewelry.

First, its rich silvery appearance increases shine, luster and durability. Additionally, it will make the jewelry more resistant to scratches and if its base metal is sterling silver, it will make the piece less prone to tarnishing.

Another popular benefit of rhodium plating is the fact that it makes your jewelry hypoallergenic (*as long as the plating is intact*).



# Day one

## materials – GOLD and ROSE GOLD (used for plating)

### **Gold**

Gold is the only truly yellow metal on Earth.

Nearly all the gold on Earth came from meteorites that bombarded the planet over 200 million years after it formed.

Pure gold is 24 karat, while 18 karat gold is 75 percent pure gold. The remaining portion of the metal usually used in gold jewelry is silver.

Although gold is a heavy, dense metal, it is generally considered non-toxic. Gold metal flakes may be eaten in foods or drinks.

### **Rose gold**

Rose gold is made by combining specific amounts of silver, copper, and gold into one combined substance.

Rose gold is often more affordable than other metals because copper—the alloy used to make rose gold—costs less.

It's very durable due to the strength of copper—making rose gold tougher than yellow or white gold.



# Day one

## materials - LEATHER

**Real leather** is a durable and flexible material created by tanning animal rawhide and skins.

Leather is used to make a variety of articles, including footwear, clothing, bags and fashion accessories.

It does need a little TLC, you just must keep leather in a cool dry place, away from direct sunlight or hot environment to preserve its quality and preferably don't wear it under the shower or into the pool.

**Faux leather** is really not leather at all! It begins with a fabric base such as polyester. The fabric is then given an imitation leather finish and texture with wax, dye, pvc or polyurethane.

Faux leather is obviously designed to look like real leather. Faux leather also feels cold and unnatural even compared to real leather. When you press your finger into the surface of faux leather, rather than stretching or wrinkling like real leather, the synthetic material simply depresses under your finger while still retaining its shape. Because of the chemicals used in its production, faux leather can also smell like plastic.



# Day one

## materials - Lava rock beads

Lava Rock beads are, as their name suggests, a type of igneous rock.

Lava Rock beads are literally made from cooled down molten rock (Basalt, an igneous rock). In order for rock to melt, it has to reach temperatures as high as 1,000 degrees Celsius beneath a volcano.

Lava Rock beads are **lightweight**, so they are very comfortable to wear.

The beads are porous, so they are capable of absorbing **essential oils** very well. Just drop a drop or two of oil on one or more of the beads.

Wait a few minutes for the oils to be absorbed before putting the bracelet or necklace on.

Once you put on the bracelet or necklace, you can diffuse the essential oils for many days to come.



# Day one

## materials – Cubic Zirconia/Crystal

We usually see two kinds of 'bling stones' used on a fashion jewelry piece.

One kind is called "Crystals" or "Rhinestones", another is called "Cubic Zirconia" or "CZ" in short

**Cubic Zirconia** is man-made, and not a mineral. Cubic Zirconia is much less expensive than diamonds; however the brilliance and crystal clarity of it makes it a great alternative. Cubic Zirconia has been so perfected that it becomes hard to tell the difference between them and real diamonds. A large plus is that CZ's can be colored.

**Manmade crystals** are called 'rhinestone crystals'. Rhinestone crystals are synthetic and created in laboratories. Although they are not organic, they are still referred as 'crystals, which is technically incorrect.

**Swarovski** are 'lead glass crystal' invented by Daniel Swarovski. In some cases Swarovski crystals are integrated in our pieces.



# Day one

## materials – NICKEL/LEAD COMPLIANCE

### **What is nickel and lead compliance?**

First of all it is important to know why lead and nickel are often found in low quality jewelry and what effect it can have. Adding nickel to the base-metal increases its strength, while also improving resistance to oxidization and corrosion. Lead is frequently added to alloys to increase their machinability. Overall it means be able to produce in a very low-cost way.

However, nickel can cause allergy signs such as rash or bumps on the skin and itching while lead can be toxic to humans, causing all sorts of health effects.

In order to protect consumers, some states require jewelry products to be lead/nickel compliant, that means that the products have some lead/nickel in it, but lower than the threshold.

### **All jewelry that Mimmic sells meets or exceeds these standards.**

### **So it has all to do with allergies**

Yes, when customers are sensitive to certain metals, it's actually an issue with their immune system. Metal allergies usually manifest themselves as inflammation or other uncomfortable reactions to metal items that come into contact with your body. To avoid these allergies choosing stainless steel is a good choice if you want jewelry that won't trigger a reaction.

If even stainless-steel triggers allergies use platinum. It never triggers allergic reactions in the wearer but is very costly.

# Day one

## The meaning of... birthstones

Traditionally, a birthstone is associated with each month of the year. For example, the birthstone for January is a garnet, while babies born in April get a diamond as their birthstone.

The origin of birthstones is believed to date back to the breastplate of Aaron which contained twelve gemstones representing the twelve tribes of Israel.

The idea of birthstones has a place in many traditions, customs, and belief systems.

- January - garnet
- February - amethyst
- March - aquamarine
- April - diamond
- May - emerald
- June - pearl, light Amethyst or alexandrite
- July - ruby
- August - peridot
- September - sapphire
- October - tourmaline, opal or rose zircon
- November - topaz or citrine
- December - tanzanite, blue zircon or turquoise



# Day one

## The meaning of... zodiac signs

There are 12 astrological signs, also known as signs of the zodiac.

The term zodiac derives from Latin *zōdiacus* - meaning "circle of animals".

**Aries:** March 21 - April 20

**Taurus:** April 21 - May 21

**Gemini:** May 22 - June 21

**Cancer:** June 22 - July 22

**Leo:** July 23 - August 23

**Virgo:** August 24 - September 22

**Libra:** September 23 - October 23

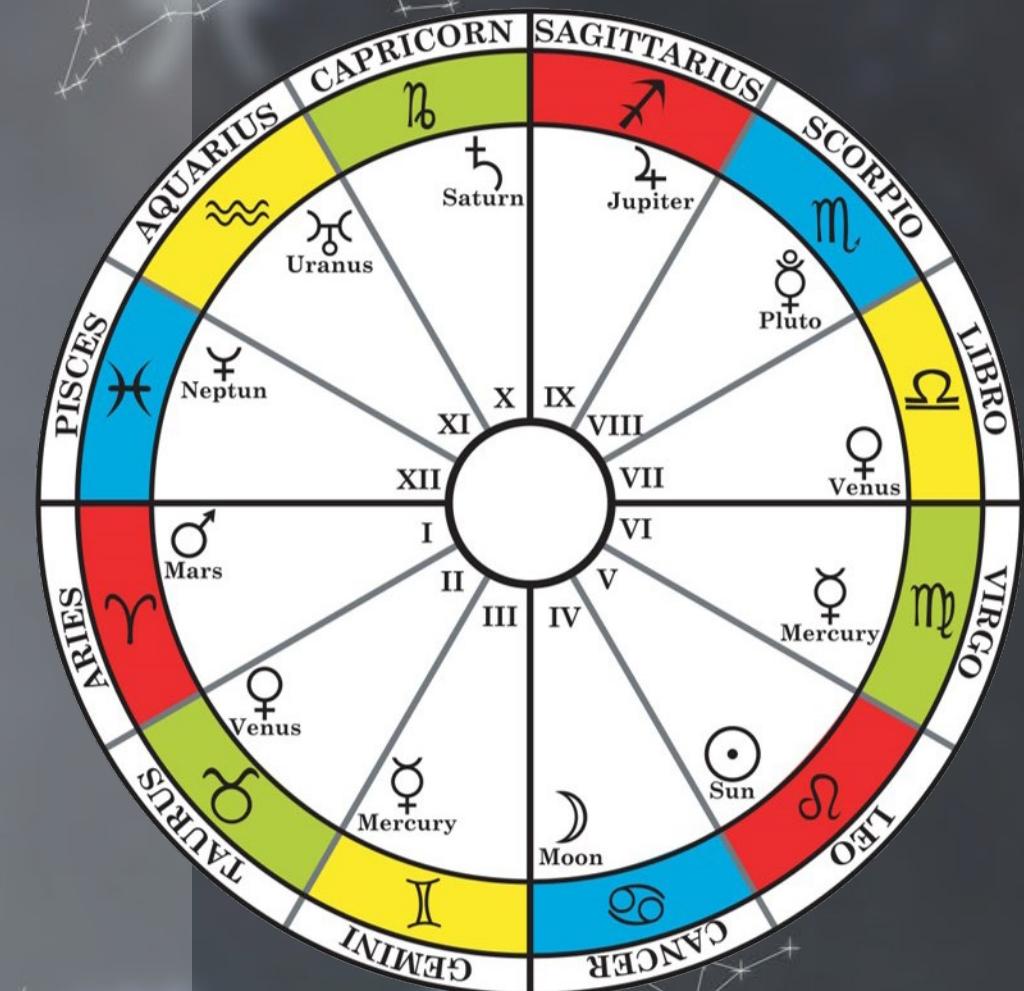
**Scorpio:** October 24 - November 22

**Sagittarius:** November 23 - December 21

**Capricorn:** December 22 - January 20

**Aquarius:** January 21 - February 18

**Pisces:** February 19 - March 20



# Day one

## The meaning of... Color beads

**A bead is a small, decorative object that is formed in a variety of shapes and sizes of a material such as stone, bone, shell, glass, plastic, wood or pearl and with a small hole for threading or stringing.**

Color beads may not represent meaning to all, some customers may be looking for just style and colors they are interested in and some cultures have and do wear beads according to what they believe. The list below will break down what the color beads represent; it will enhance your conversation and show the customer that you are knowledgeable of the product.

**Brown** – *Earth and stability*

**Gold** – *Good Health, power and wealth*

**Green** – *Abundance, fertility, nature and prosperity*

**Red** – *Confidence and vitality*

**Turquoise** – *Communication and Self-awareness*

**White** – *Light, truth and purity*

**Yellow** – *Energy, joy and happiness*

**Black** – *Power and protection*

**Blue** – *Loyalty and Truth*

**Orange** – *Courage, self-confidence and vitality*

**Pink** – *Care, beauty, love and kindness*

# Day one

## The meaning of... Chakra beads

According to Yogic tradition, there are seven wheels inside the body which keep turning to maintain the flow of energy in the body beginning from the base of your spine and move upwards to the crown of your head. ... The Chakras can be blocked by stress, negative thoughts, diet and lack of exercise

In many cultures, gemstones themselves are believed to have certain healing powers. Chakra beads/stones are used for reiki, healing, meditation or chakra balancing. Each stone has a specific color and psychic vibration, emitting positive energy to attune and cleanse your aura.

*We of course, cannot guarantee these powers ;-)*



# Day one

## The meaning of...

**Tree of Life** - The tree of life is a symbol of a fresh start in life, positive energy, good health, a bright future and a symbol of immortality.

**Footprint** - This popular text is based in Christian beliefs and describes an experience in which a person is walking on a beach with God. They leave two sets of **footprints in the sand**. The tracks represent stages of the speaker's life.

**Mustard seed of faith** - The mustard seed represents the faith to do anything. With faith, even the size of a mustard seed, mountains can be moved. Though the seed is a symbol of faith in Christianity, it is also known to signify good luck in the secular community.

**Cross** - the principal symbol of the Christian religion, recalling the Crucifixion of Jesus Christ.

**Anchor** - In ancient times, the anchor was viewed as a symbol that represented safety; because of this, Christians adopted the anchor as a symbol of hope. When Christians were under Roman persecution, the anchor was a way to exhibit their religion under the watchful eye of the Romans, for other practicing Christians to see, by tattooing the symbol or wearing anchor jewelry.

**Star of David** - The Star of David, known in Hebrew as the Shield of David or Magen David, is a generally recognized symbol of modern Jewish identity and Judaism. Its shape is that of a hexagram, the compound of two equilateral triangles. It appears on synagogues, Jewish tombstones, and the flag of the State of Israel.

# Day one

## The meaning of... continued

**Infinity** - The infinity sign, a figure eight on its side, symbolizes eternity, empowerment, and everlasting love.

**Pink Ribbon** - The pink ribbon is an international symbol of breast cancer awareness. Pink ribbons, and the color pink in general, express moral support for women with breast cancer.

**Palm tree** - The palm tree is a symbol of victory, triumph, peace, and eternal life

**Pineapple** - While it once represented unreachable wealth, the fruit now represents warm welcomes, celebration and hospitality, especially in the South.

**Elephant** - Elephants have a positive symbolic meaning all over the world and are considered a symbol of good luck, power, success wisdom and experience. Because elephants are highly social animals, they are also considered to be a symbol of loyalty, companionship and unity.

**Owl** - Traditionally, the owl is a symbol of wisdom, truth, patience, foresight and knowledge.

# Day one dealing with customers

Describe what Customer Service means to **you** and how you will approach great customer Service ?

A woman with long, light-colored hair, wearing a dark top, is shown from the chest up. She is looking down and to her right. The background is blurred, suggesting an indoor setting with warm lighting. The image is framed by a white border.

# Excellent



# customer service

involves meeting and surpassing expectations. It means showing the **customer** how important he or she is to you and the business by interacting with he or she in a friendly- helpful and positive way.

# Day one

## dealing with customers continued

### **A customer walks into a store ...**

Procedure of how to deal with customers, how to recognize their body language and how to adapt our own behavior to theirs in order to increase our sales. The more signals we pick up from our customers by quickly assessing them, the easier it is to converse with them!

This sales training that will make you understand why we do the things we do and how we can be more successful at selling by recognizing (cultural) indicators and body language.

# Day one

## dealing with customers

continued

**Body language** refers to the nonverbal signals that we all use to communicate. Yes, all of us! According to experts, these nonverbal signals make up a huge part of our daily communication. From our facial expressions to our body movements. And especially the things we don't say can convey volumes of information!

It has been suggested that body language may account for between 50 percent to 70 percent of all communication. Focus on it and it will change your career.

- Give two examples of good body language:

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- Give two examples of poor body language:

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**IT'S WHAT YOU DON'T SAY THAT COUNTS!**



**LEARN TO READ AND INFLUENCE PEOPLE THROUGH  
NONVERBAL COMMUNICATION.**

# Day one

## dealing with customers

continued

### **The difference between shoppers and dwellers**

In retail 'dwellers' are considered mall visitors that have plenty of time to stroll the stores and enjoy what is offered. There is hardly any time pressure. Typical shoppers are actively looking for items that they have on their list to buy. When you now think of body language, the difference in their behavior in the store becomes immediately clear. Because Mimmic is not a big brand name (yet :-) ) shoppers are not on a predetermined mission like when they want to pick up an exact pair of trainers in nike. So, most of the time we are dealing with dwellers.

### **Cultural indicators**

Not all customers are the same. A good salesperson will adapt her or his approach and communication style to every customer like a chameleon. How? By observing (assessing) the customers! For instance, if two ladies walk in together and you recognize a typical British accent you could conclude they are tourists. A nice comment (more a statement of the obvious) would be "listening to your accent, you ladies are visiting from abroad!" (notice the different phrasing compared to the kiosk cliché: "Where are you from?"). The response will most likely be: "Yes, we are from <the UK>"

If they are indeed tourists, next is to adapt your approach to the Northern European / British culture where customers do not want to be "bothered" too much.

# Day one

## dealing with customers

continued

### **Cultural indicators**

continued

If their answer was, no we both live in the US for twenty years already they probably feel more acknowledged with the traditional American service approach. The total opposite are Latin American customers, especially when they look (assessment) like they are quite well to do. They want all the attention they can get and would really want you to act as their personal shopper, not leaving their side anymore.

But not all customers are foreign or tourists. We all know New Yorkers act and communicate different to extravert Texans. So, adapt your communication style by being always smiling and open but more reserved in some situations and more communicative in others.

### **The kiosk syndrome.**

In practically all Malls you will be bothered by kiosk staff that approaches you quite aggressively. They spot you from a distance and when you come closer you hear: "ma'am, ma'am or sir, sir!", "where are you from?", "here is a free sample!" Their intention is to make you stop and buy something from them. But the result of their approach has exactly the opposite effect! As soon as you spot them, you change your path to avoid them, raise your hand and say: "No thank you!"

Isn't it crazy? Hundreds of thousands of kiosk staff all over the USA, doing exactly the same thing every day all over the country with the same counter effect. Who trains these people?

# Day one

## dealing with customers continued

### **Back to nature: what eye contact means to a dog**

It is understandable and quite obvious, that salespeople eagerly look for customers. But looking for them, or better looking straight at them, can put them off. *The eye contact has a meaning.*

Dogs communicate with the position of their tails and very much with their eyes. To a dog, a stare from another (unfamiliar) dog, animal or human is perceived as aggressive. A dominant dog may feel challenged by a direct stare and a submissive dog can be intimidated by it. *Eye contact between dogs isn't that much different than it is between people.* Even though we think we are a highly evolved species, we are still much closer to nature than we realize.

When you think about it, humans are also uncomfortable when someone stares at them.

People who are a little shy or feel quickly intimidated by someone, will direct their eyes away. They are happier if no one notices them. If your greeting is too intense or you start asking them questions, they will act indifferently to avoid you, and many will turn around and walk out of the store as soon as they feel you are looking at them too intensely. The sub conscious reaction is: "don't bother me, I do not want confrontation, I want to look at the jewelry, that's all" !!

# Day one

## dealing with customers continued

### Respect that special moment

Since most of our visitors are dweller and unfamiliar with our brand, many of them enter our stores out of curiosity. They stop in their tracks, look inside at the unusual sight of pallets with jewelry on top and the Chinese lanterns. Then they look up at the sign above the entrance and in a split second decide to wander into the store. The first displays with jewelry are (on purpose) only a few steps away from the door and most will immediately start looking and pick up items.

***These first moments of being mesmerized are extremely important not to interrupt!***

# Day one

## dealing with customers continued

### **Here is where your very first activity starts.**

**Assess the customers when they enter.** Do this before you even greet them.

Imagine you work in a shoe store. What would you look at first? Indeed, what shoes people are wearing. It gives away what style they like, and you can play on that. Like a car salesman that welcomes a couple with three children will probably point out the latest SUV. You can obtain tons of information from your customer by getting skilled in assessing them. Only wearing silver? Point out the silver section. The bohemian type? Point out the leather section. No wearing any jewelry? "are you shopping for yourself or a friend?"

During your training, your store manager will ask you frequently what the customer that just walked in is wearing or what type you think she is.

**It is essential for a good salesperson to be constantly aware of that.**

A large part of the assessment is **recognizing their body language**. Is she relaxed? Does she respond to your warm welcome? Does she radiate 'leave me alone'? Is she carrying bags from other stores? Are her eyes scanning the tables? If so, what does that mean? If she walks quickly from station to station, what could that mean? If she walks in and heads straight for a certain station half-way the store, what could that indicate? If she walks from station to station without touching anything, hands crossed on her back, what could that mean? The better you get at this 'game' the easier you will be able to interact and converse with your customer and offer them a special Mimmic treatment, unlike other stores where staff just does not pay attention to the potential buyers.



Customers  
will never forget  
how **you** made them feel!



**what** you say &  
**how** you say things  
makes all the difference!

*Often more words and longer sentences will be  
needed to obtain the desired effect.*

The way a question is asked often determines  
the answer you are most likely going to get.

*When a kid asks his mother just before dinner:*

**“Can I have a cookie?”**

*The answer will probably be:*

**“no, we are having dinner in a minute”**

versus

**“mommy, daddy will be home late tonight, I'm so  
hungry, can I have a cookie please?”**

*The answer would probably be:*

**“yes all right”**

*It took more words and a little staging, but the effect was  
rewarding.*

# Day one

## dealing with customers

continued

Here are some examples of saying / asking daily things in a different, more effective manner:

**"Do you want a tray?"**

vs

**"Here's your tray, you can put anything in it to mix and match, there is so much to see ☺ ☺ ☺, you don't have to buy what's in your tray, we put it all back for you!"**

*This is a long sentence, but it will most likely make the customer accept the tray instead of refuse it.*

**"Hello, welcome to our store"**

*This same greeting is used in too many stores and makes it non-personal.*

vs

**"Good afternoon ☺ ☺ ☺!"**

*with a bright smile as if you just saw a friend you know well walk in, will put a customer in a positive and probably more communicative mood.*

**"Where are you from?"**

*Does this remind you of walking past a kiosk?*

vs

**"I detect an accent, are you visiting from abroad ☺ ☺ ☺?"**

**"Have you been here before?"**

vs

**"you have visited us before, wright"? "welcome back ☺ ☺ ☺!"**

**"Can I help you put that on?"**

vs

**"Let me help you with that ☺, Those clasps need some explanation."**

**"Sorry, your card is declined!"**

*With a loud voice...*

vs

**"Thank you for your patience, the machine does not process properly. This is the third time this happens today. Do you have another card we can try maybe ☺ ☺ ☺ ?"**

*This will make the customer feel better and not embarrassed.*

# Day one

## dealing with customers

continued

**"Are you looking for anything special?"**

*The answer to this question will most likely be:  
"No, just looking"*

**vs**    **"We just got a lot of new products in,  
if you are looking for any special style please let me know ☺ ☺ ☺."**

**"What are you looking for today?"**

**vs**    **"What special occasion brings you into our store today ☺ ☺ ☺?"**

**"I loooooove that piece you are wearing"**

*Can easily sound insincere and 'over the top'...*

**vs**    **"Wow, that is really beautiful, where did you find that?"**

*Shows interest*

More important than **what** you say, is the fact that the visitor is **acknowledged** — not necessarily served — the moment they enter. One study revealed that 68% of customers who leave do so because they feel like no one cares that they're there.

# Day one testing...

**What is our 'official' greeting to acknowledge customers that come into the store?**

- "How are you today"?
- "Welcome to Mimmic"!
- "Good morning! / Good afternoon! / Good evening"

**Mimmic is a popup store. How do customers know where to find us after a store closes?**

- By calling the Mall Management Office
- Google search
- Visit [mimmic.com](http://mimmic.com)

**Does Rhodium plating prevent allergic reactions?**

- No, only Stainless Steel and Platinum do
- Yes because it contains Nickel and Lead
- Yes, because it stops the base metal from giving off toxins

**What is the very first thing you do when a customer walks into the store?**

- Walk over and show them our price point
- Assess the customer
- Greet them in the appropriate manner

**What does a blue tag on a product mean?**

- the piece is Rhodium plated
- the base metal is sterling silver
- the piece is made of stainless steel

**Why do we always carry two trays?**

- so we have one tray left when we handed one out
- both answers are correct
- to carry some products in the top one for explaining tags and price points

# Day one

## testing... continued

### Why do we zoom in and out?

- to better focus on the customer
- to better oversee what is happening in the store
- to respect the customers comfort zone

### What is a rat-tail label?

- a label that easily tears off delicate jewelry pieces
- a label used for rodents
- a label used on delicate pieces.

### Which package of incentives mimmic offers is correct?

- 
- 
- 

### What is body language?

- Both answers are correct
- a type of a nonverbal communication in which physical behaviors, as opposed to words, are used to express or convey the information.
- usually unconscious, communication through the use of postures, gestures, facial expressions, and the like.

### What is the most important element of product knowledge?

- it is a tool to interact with customers
- It shows customers you care
- it proofs to customers you are alert

### What is the most important thing to do when it is quite in the store?

- replenish the trays
- pretend shop
- attend customer(s)

# Day one

## testing... continued

### What is a base metal?

- A hard metal used for durability
- .....
- A metal that in the basis is soft

### What is the purpose of pretend shopping?

- to make clear we are ready for customers
- to pretend you are busy
- to attract customers who do not like walking into an empty store

### What would the best body language be when greeting a customer that just came in?

- Say 'good afternoon', look friendly, smile and be polite
- Radiate a pleasant surprise, and with wide open eyes and big smile welcome the visitor as a personal friend
- With a big smile say, 'How are you today?'

### What is an alloy?

- a precious metal plating to prevent scratches
- a precious stone
- a mix of materials

### What is the type of label used on an open bangle bracelet and why?

- Rat-tail label, to prevent it from slipping off
- Square label on tag with elastic band
- Square label, folded over on the bracelet

### What is the meaning of Chakra

- .....
- A Colombian singer
- An ancient form of karaoke to relax the mind

# Day one

## testing... continued

### What does the Tree of Life symbolize?

- A spiritual Japanese Bonsai lifestyle
- 
- 

### What does '925' in Sterling Silver indicate?

- It was discovered in 925 BC
- it weighs 925 grams per kilo
- .....

### How many items are you allowed to wear, except for?

- 3 items, no anklets
- 4 items no rings
- 4 items, no leather bracelet

### Where are the founders from Mimmic from?

- Denmark
- Asia
- Europe

### Can Rose-Gold be 24 Karat?

- Yes when it is 100% gold
- No, Rose-Gold is an alloy
- No, it would make Rose Gold too soft

### Why do you need to be 15 minutes early for your shift?

- to show you care about your co-worker's agenda
- to run a last-minute errand
- to clock in early

# Day one

## testing... continued

### **Do we sell sterling-silver plated jewelry?**

- yes, we do, but only 925
- no our sterling-silver jewelry is pure base-metal, plated with Rhodium
- no our silvery look is highly polished stainless steel

### **Can Cubic Zirconias (CZ) have colors**

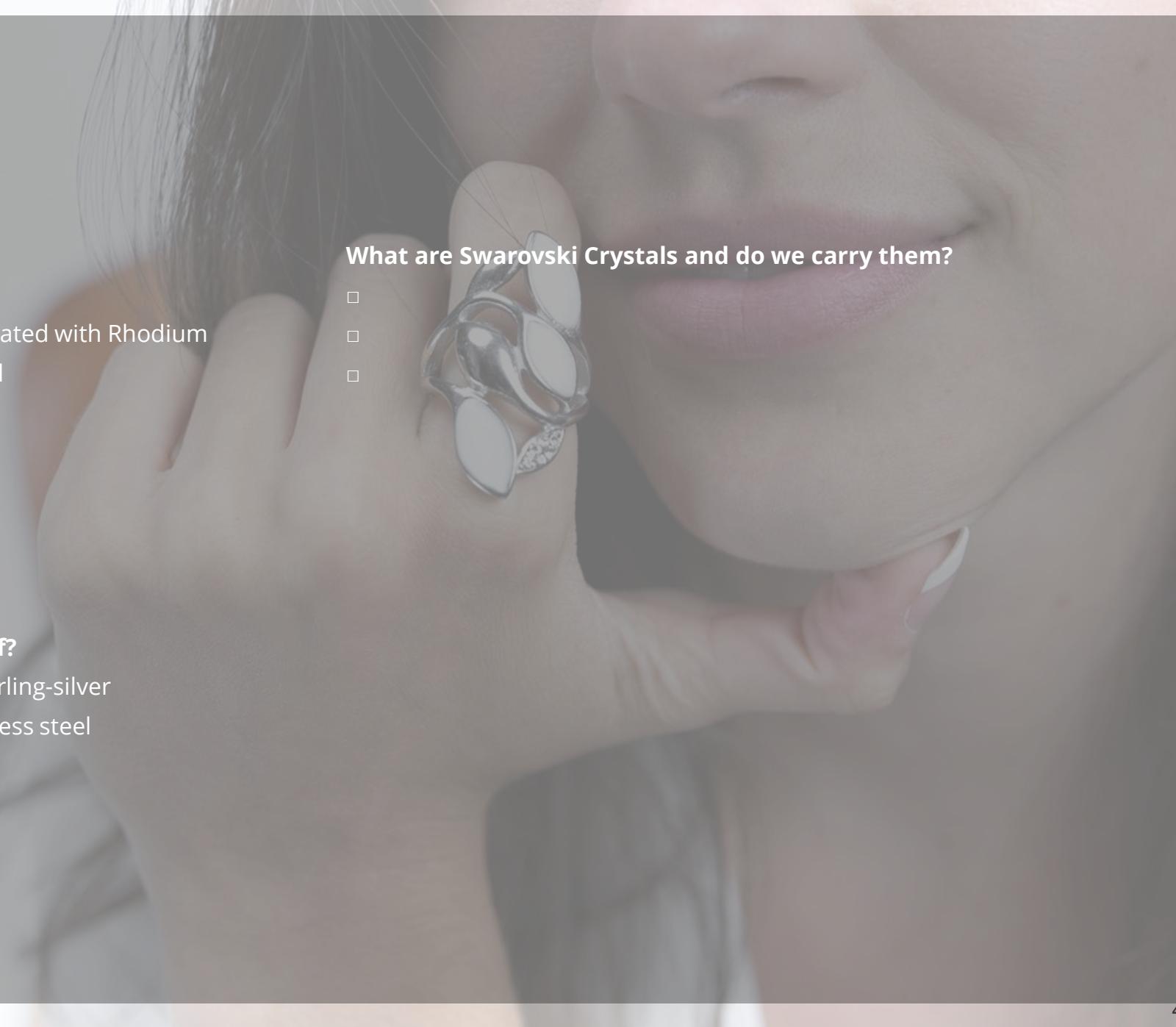
- No, they are crystals and cannot be colored
- Yes, they can
- No, they are like diamonds

### **Which are the base metals our jewelry is made of?**

- Rose -Gold, Brass, White-metal, Stainless steel, sterling-silver
- White metal, Brass, Sterling-Silver, Platinum, Stainless steel
- Sterling-Silver, Stainless Steel, Brass, White-Metal

### **What are Swarovski Crystals and do we carry them?**

- 
- 
- 





# END of DAY ONE





# DAY TWO<sup>2</sup>

# Day two

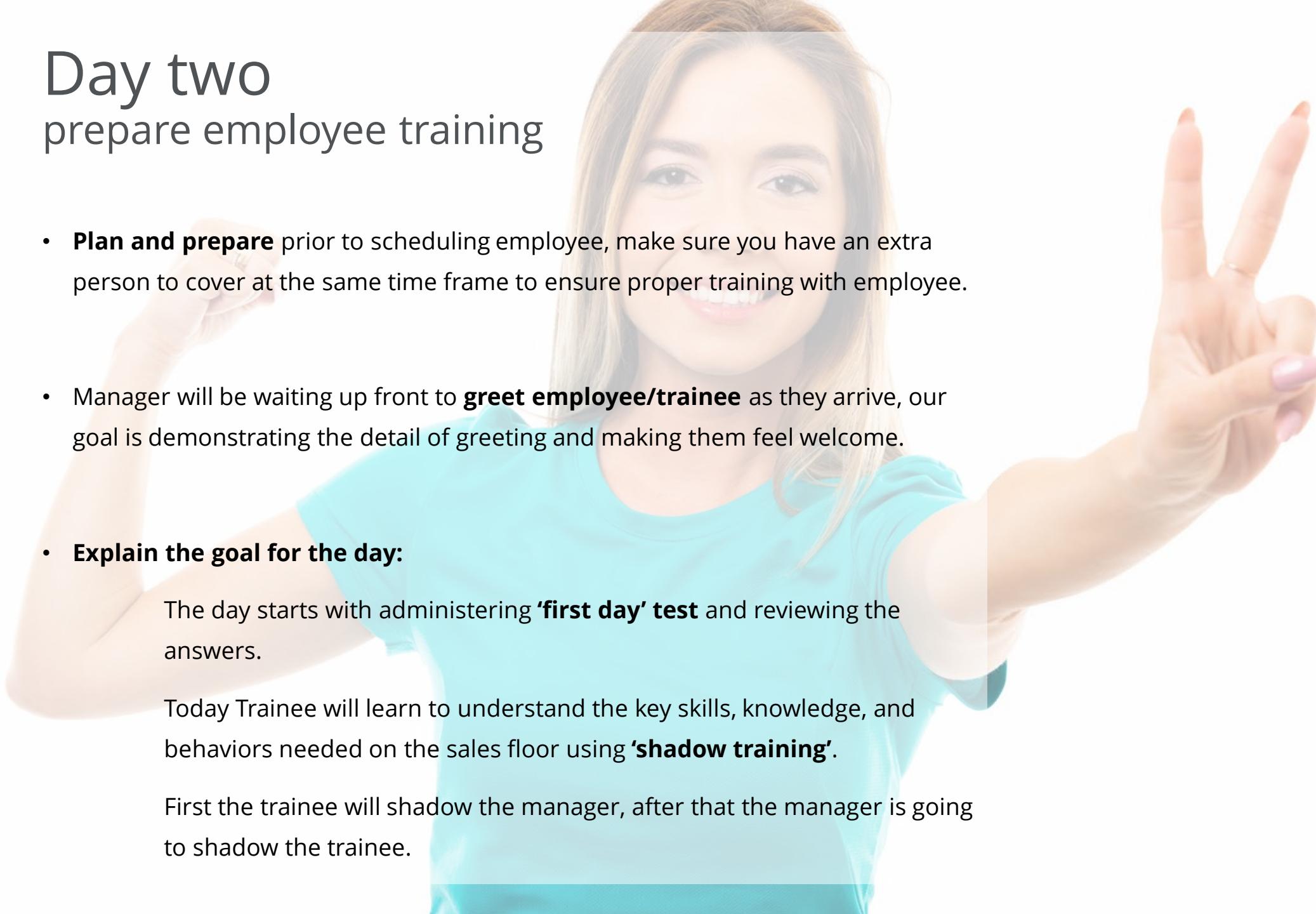
## prepare employee training

- **Plan and prepare** prior to scheduling employee, make sure you have an extra person to cover at the same time frame to ensure proper training with employee.
- Manager will be waiting up front to **greet employee/trainee** as they arrive, our goal is demonstrating the detail of greeting and making them feel welcome.
- **Explain the goal for the day:**

The day starts with administering '**first day' test** and reviewing the answers.

Today Trainee will learn to understand the key skills, knowledge, and behaviors needed on the sales floor using '**shadow training**'.

First the trainee will shadow the manager, after that the manager is going to shadow the trainee.



# Day two sign-off sheet

- Test of day before
- Trainee shadows manager
  - assessing
  - Zoom-in, zoom-out
  - How to greet
  - Two trays
  - Pretend shopper
- Manager shadows trainee
- Open-ended and close-ended questions

Trainer

Trainee



# Day two

## prepare shadow training

## Why Shadow training?

### Trainee Benefits

- It allows the trainee to see their Mimic tutor at work.
- Shows real life situations being dealt with.
- Freshly learned knowledge being demonstrated with practical applications.

### Trainer Benefits

- It gives the trainer an opportunity to lead by example.
- It allows the trainer to see the results of the training and make changes as necessary
- It enhances the trainers' knowledge of products, procedures and sales.

# Day two

## prepare shadow training

- continued

### **Zoom-in, zoom-out and assessing**

Remember, before even greeting, we give the customer the time to soak in the awe of the first moment they walk into our store. During this time we can assess the customer by observing their body language and what style they are wearing at that moment.

*(Review day 1 slide 38 about assessing)*

Only then we **zoom-in** to engage, by giving a warm **greeting**.

### **How do we greet?**

Inviting them in with a warm smile and a simple phrase “good morning/afternoon/evening” *(review day 1 slide 40 for greeting)*

Next show the customer our price points are ‘**already marked** fifty percent off’ on the tag (square tags are easier to demonstrate) and explain the promotions.

Let the customer know your name and that you will be around to help.

**Zoom-out** by saying something like, “enjoy” and leave the customer for a few moments while you consider your options to offer based upon your assessment of them.

# Day two

## prepare shadow training

- continued

Additional **zoom-in and zoom-out** moments can be about small increments of information (color of the tags, where collections are located i.e. gold tone, silver tone...) and getting information from the customer in return.

### **Two trays.**

Why are we holding **two trays**? Holding two trays allows us to have products in the top tray to show and explain to customers price tags and variety of our collection. The second tray is used to give to the customer when they have picked up jewelry and start walking around with it.

We want the customer to have the tray because it helps reduce loss by acknowledging the piece(s) chosen. The tray also helps the customer to build a look, thereby increasing the numbers of pieces sold! (The so-called '*basket size*')

Staff can explain to the customer that the tray helps the customer keep the pieces they have liked together, because by the time they get to the back of the store they may have forgotten where the piece they liked was located. (*review day 1 slide 40*)

# Day two

## prepare shadow training

- continued

### Pretend shopper

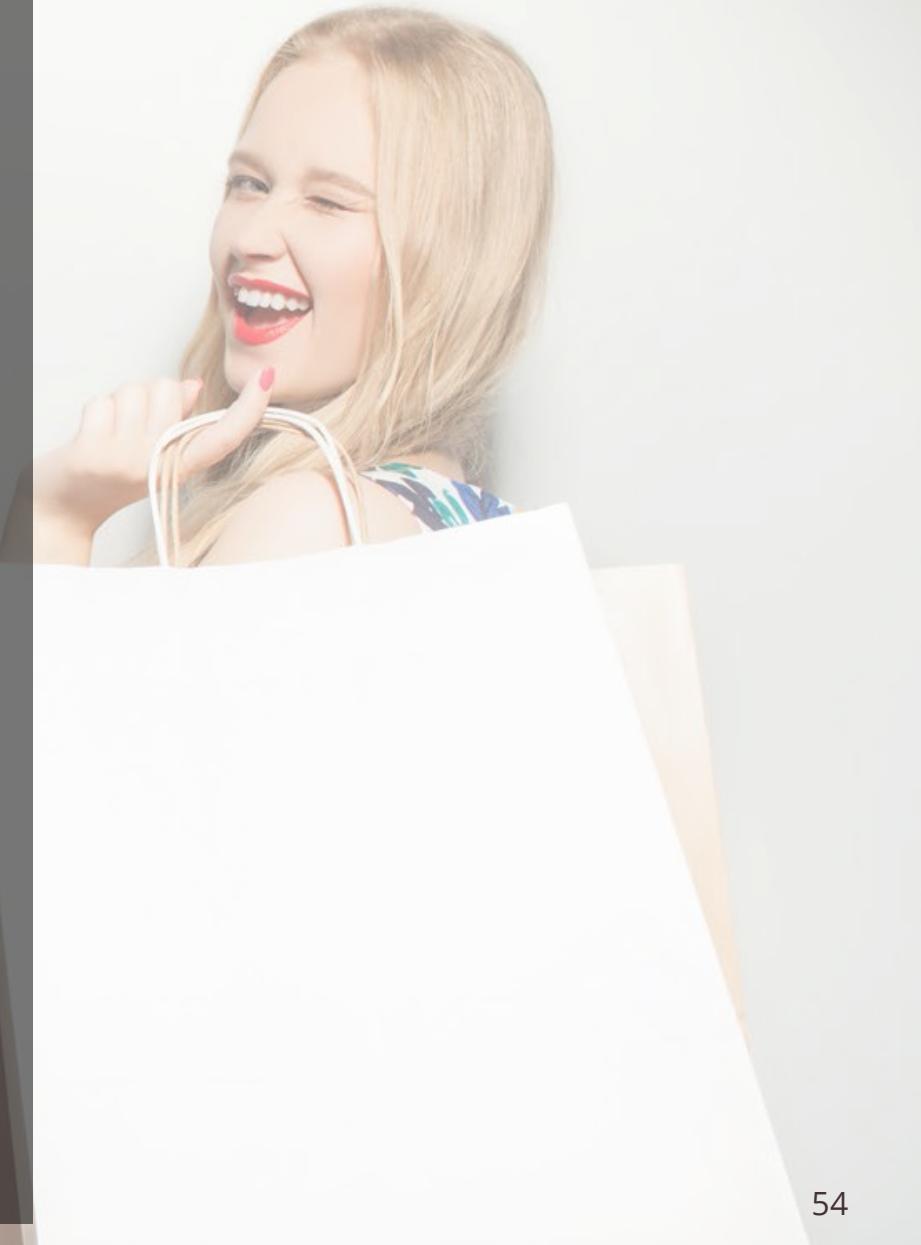
**When:** store is empty of customers and there are potential customers walking past the front of the store.

**How:** you will place your bottom tray under a pallet near the front where you pretend shop. You will pick up a shopping bag to hold and start to (pretend) shop. i.e. Put jewelry in your tray, try jewelry on, look in the mirror...

### The two *golden rules* of pretend shopping:

1. Be in front of the store so potential customers outside can see you
2. Have your **back** facing the entrance so it looks like you are not an employee but a customer, which will make the other customers feel at ease when entering our store

*(review day 1 slide 35 kiosk syndrome)*



# Day two

## prepare shadow training trainee

- continued

### **Pretend shopper** continued

When you are working with two or more *cast members*, one continues to pretend shop until he/she notices their colleagues are tied-up and customers need attention.

Explain to the trainee different situations where this transition from pretend shopper to *cast member* is needed. I.E. Customers head is up and looking for help, colleague is ringing up a customer and not free to help others, suspected potential loss, children messing the displays up....

When a *cast member* is the only one in the store, he/she needs to transition from shopper to salesperson when a customer enters the store, engaging with the customer as described prior in slide 49.

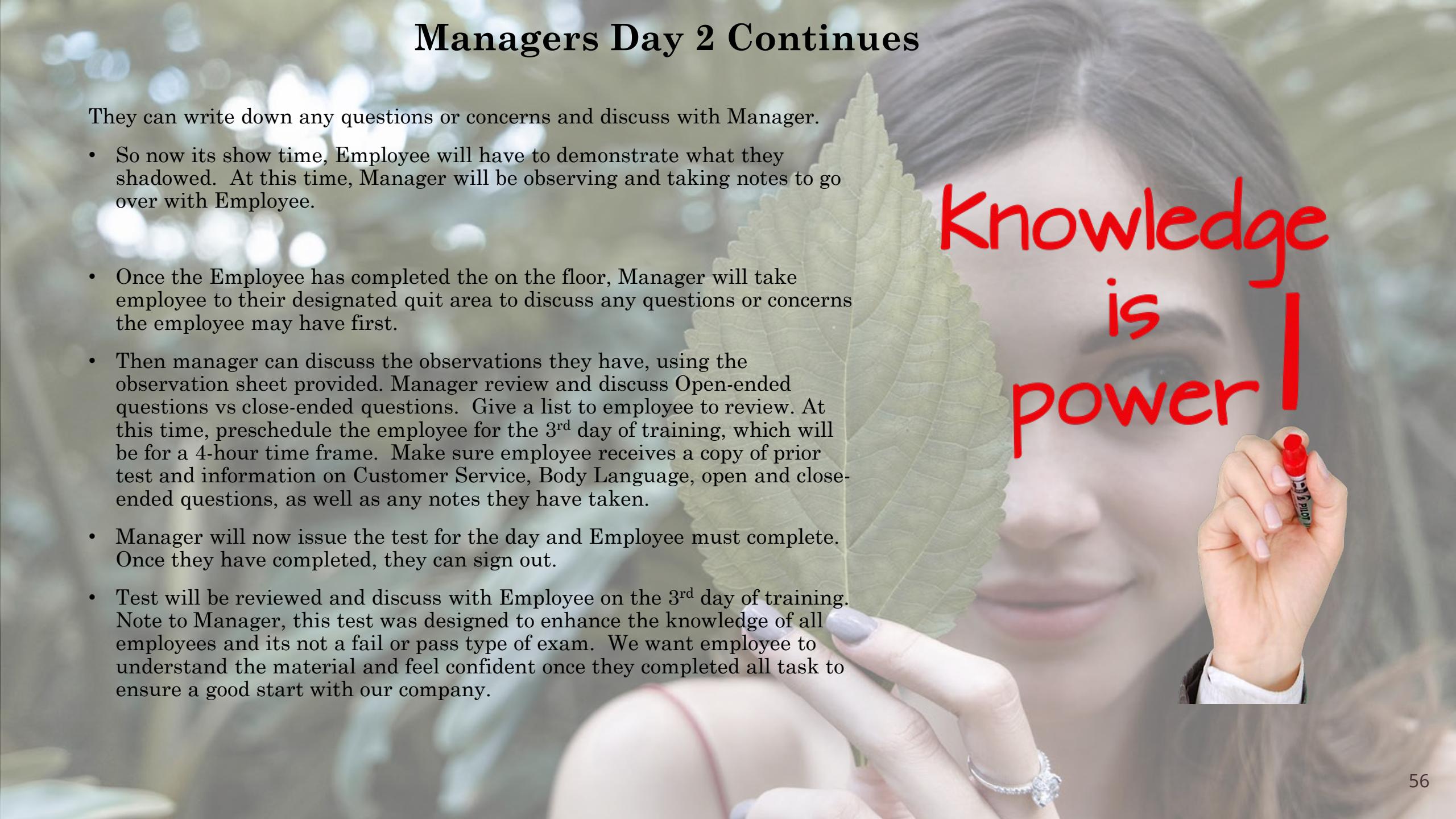
Depending on the store, explain when is the right moment to begin pretend shopping again or when the employee must maintain having a visual on the customer.



## Managers Day 2 Continues

They can write down any questions or concerns and discuss with Manager.

- So now its show time, Employee will have to demonstrate what they shadowed. At this time, Manager will be observing and taking notes to go over with Employee.
- Once the Employee has completed the on the floor, Manager will take employee to their designated quiet area to discuss any questions or concerns the employee may have first.
- Then manager can discuss the observations they have, using the observation sheet provided. Manager review and discuss Open-ended questions vs close-ended questions. Give a list to employee to review. At this time, preschedule the employee for the 3<sup>rd</sup> day of training, which will be for a 4-hour time frame. Make sure employee receives a copy of prior test and information on Customer Service, Body Language, open and close-ended questions, as well as any notes they have taken.
- Manager will now issue the test for the day and Employee must complete. Once they have completed, they can sign out.
- Test will be reviewed and discuss with Employee on the 3<sup>rd</sup> day of training. Note to Manager, this test was designed to enhance the knowledge of all employees and its not a fail or pass type of exam. We want employee to understand the material and feel confident once they completed all task to ensure a good start with our company.



Knowledge  
is  
power!

Employee Day 2  
Schedule is as follows:

- Shadow Manager
- Open Ended Questions
- Close Ended Question
- Open vs. Closed ended questions
- When it's the right time to approach
- Daily Test



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# Day 2

## Open ended questions



In a business, asking questions helps you learn what customers (and potential customers) think, want, and need. But the way you ask the question often determines the kind of answer you get back, in fact, one of the first decisions you must make is: are you going to ask an open-ended question or a closed-ended question?



**OPEN-ENDED QUESTIONS:** Are broad and can be answered with detail, while **CLOSED-ENDED QUESTIONS** are narrow, multiple choice questions that are usually answered with a single word or selection.



By understanding the difference between the two, you can learn to ask better questions and get better, more actionable answers. To create better experience and ultimately increase sales.



Examples of Open-ended questions and closed ended questions: Are to Follow!

# Day 2



## ***Open-ended questions vs closed-ended questions in a nutshell***



Open-ended question let people express their opinions, in their own words.



Closed-ended questions allow limited responses, like 'yes' or 'no'.



Open-ended questions lead to insightful answers that can help you empathize with users and how they experience your service.



You can turn a closed question into an open-ended one by asking for details



Avoid asking leading questions or appending questions with "and why?"

## Verses

- Examples of Open-ended questions
- What were the main reason you chose our product/service?
- How did you feel about our customer service?
- What would make you use our product again?
- What kind of item are you looking for today?
- What can we do to help you find what you were looking for today?
- How can we make this experience better?
- Where exactly did you first hear about us?
- What is stopping you from purchasing that necklace you love so much?
- What are your main concerns or questions about this product?
- What persuaded you to come out shopping today?

✓ Example of Close-ended questions

- Would you recommend our product?
- Did you experience good customer service?
- Would you consider using our product again?
- Did you like our product?
- What product were you looking for today?
- Are you happy with your experience with us?
- Did you find what you were looking for today?
- How are you today?
- First time in our store?
- Are you from this area?



## Day 2

# 10 Ways To Approach A Customer In Retail

Remember it is the customers that are the vital asset of a retail business and matters most to them. Build a solid relationship and friendly connection at the onset to retain their brand loyalty.

- 1. Focus on customer** - Greet them with a smile and a hello. This warmth will make them feel welcome and is the actual way to approach customers in retail.
- 2. Show you are aware of them** - One of the best ways to approach a customer in retail is to show him that you are aware of him and he matters to the company.
- 3. Ask if they have visited before** - According to a survey asking customers whether they have visited the store before had a positive impact on the customer's mindset. It showed that the employees were trying to be familiar and helpful to them.
- 4. Timing is everything** - Wait and watch and understand that you need to approach a customer in retail at the precise timing. You can greet him at the entrance or when he is walking on the aisle but do not disturb him while making a purchase. Add assistance as they are trying to put on a necklace or a bracelet as an example but give them space to look and feel comfortable.
- 5. Do not turn away from an approaching customer** - A customer is something to be revered so do not turn away from him in any circumstance. It will look rude and you will lose an important and valued customer. Approach a customer in retail in whatever circumstance with a smile. Listen to him and assure that his queries will be addressed.

# Day 2 Continues

## 10 Ways To Approach A Customer In Retail



6. **Go the extra mile** - A customer loves a salesperson that will go the extra mile for him. He may want a different color or size which is not present at the counter.
7. **Improve their check-out experience** - Approach a customer in retail with proper behavior to give an improved check-out experience.
8. **Be discreet** - Sometimes discretion becomes a necessity when you come across an embarrassing situation. He might have left his credit/debit card at home, or his card is being rejected for any reason. Do not show him courtesy and offend him because the embarrassment will not allow him to enter your premises again.
- 9) **Thank you** - Thank you is two such simple words but have a magic of its own. It shows warmth, gratitude, and appreciation and brings about the closeness between individuals. Show such feelings when you approach a customer in retail.
10. **Smile** - If you want your place to look inviting and welcoming make sure all your employees greet everyone with a smiling face. A smile is often compared to sunshine and do you know the reason is that it brings warmth to everyone's hearts.

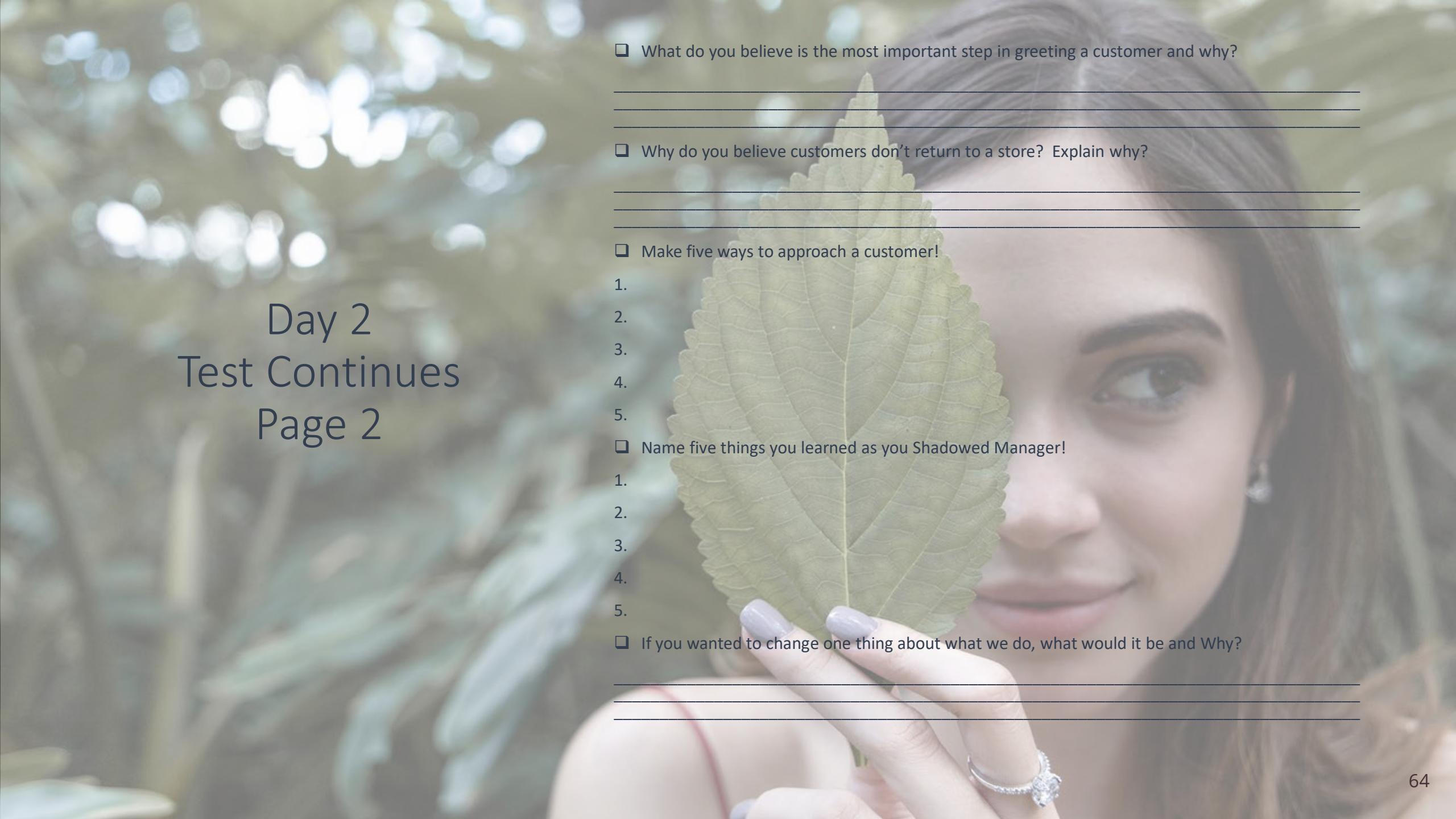
# Day 2

## Page 1 of Test

Name \_\_\_\_\_

Date of test \_\_\_\_\_

- What do you do, when a customer is trying to put on an item?
  
- If a customer picks up an item and begins to carry in their hand, What should you do?
  
- What do you do if you see someone stealing?
  
- If customers have children, are the children allow to pick up merchandise and carry around? How do you handle? What would you do?
  
- Customer is demonstrating rude behavior and employee is just trying to explain our store items and promotions. How do you address customer and still share our information?
  
- \_\_\_\_\_  
\_\_\_\_\_
  
- Two employees are working a shift together, they are having a conversation prior to the customer walking into the store. They are speaking in another language and when customer comes in, they seems to look upset. They walk in and walk out. Why do you think happened and how could we address the customer before totally leaving the store.
  
- \_\_\_\_\_  
\_\_\_\_\_



## Day 2

### Test Continues

### Page 2

What do you believe is the most important step in greeting a customer and why?

---

---

---

Why do you believe customers don't return to a store? Explain why?

---

---

---

Make five ways to approach a customer!

- 1.
- 2.
- 3.
- 4.
- 5.

Name five things you learned as you Shadowed Manager!

- 1.
- 2.
- 3.
- 4.
- 5.

If you wanted to change one thing about what we do, what would it be and Why?

---

---

---

Day 2  
Test Continues  
Page 3

Name \_\_\_\_\_

Date of Test \_\_\_\_\_

- What is the most important factor when welcoming a customer?
- What is body language?
- When is it a good opportunity to approach a customer?
- When demonstrating a tag, is everything in our store  $\frac{1}{2}$  off?
- What kind of tag is there on a men's bracelet?
- Give an example of an open-ended question, explain why its important.

\_\_\_\_\_  
\_\_\_\_\_

Customer comes into the store; you look towards customer but don't respond. They continuing looking around store and then walk out. Why do you think they walked in and walked out and what could you had done differently?

\_\_\_\_\_  
\_\_\_\_\_



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Day 3

Making the  
difference!

# Managers Day 3



Plan and prepare prior to scheduling employee, make sure you have an extra person to cover at the same time frame to ensure proper training with employee.



Take time to discuss prior test and review any questions that were incorrect. Explain the goal for the day! Employee will be on the floor reviewing merchandise and displays as they greet customers using the zoom in and out technic as they share daily promotions. Manager will be observing employee through out the time frame on the floor. This is a great opportunity to observe and make notes to share with employee on what you have seen.



Manager will be waiting up front to greet employee as they arrive, our goal is to continue demonstrating the detail of greeting and making them feel welcome.



By the third day of training, employee should feel more confident and have a good understanding of what we are requiring on the floor. The employee is scheduled for a 4-hour period, recommendation is to use the last hour to sit with Employee and discuss all that you have seen through your evaluation.

# Employee Day 3 Schedule is as follows:

- Time to shine, on the floor with customers
- Promotions
- Tag recognition and awareness
- Evaluation
- Feed back
- Test of the Day



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# Day 3

## 5 Ways To Engage Your Customers

1. Ask your customers their opinion
2. Be open to complaints and address them
3. Remember the little details of your customers lives.
4. Refer your customers new business when possible.
5. Actually care

1. Get them to talk to you about what they really think of what you are doing for their business.
2. Let them know you heard them (give thanks here too) and that you are working on improving or fixing the situation.
3. a special event they just went to, an upcoming occasion where they work – make it a point to listen and then ask them in friendly yet professional ways how things are going when you talk to them.
4. Want to make your customers extremely happy? Bring them business! Whether it's a small deal, a single sale or just a shopper who doesn't even make a purchase, let them know you appreciate what they offer and tell others about it!
5. So simple and yet so powerful. If you actually care about your customers, they are more likely to care about you. Let them know! Sincere actions go a long way. Show how you care whenever you can.

# Day 3

## Daily Promotions

- Everybody wants a deal! Especially your prospects. And while you probably think giving 10% off isn't a big deal, giving discounts just to win business can cost you more than money. It can kill our company.
- In today's day, we don't win by being cheap, we win by being valuable.
- The market gets so crowded and undifferentiated that customers will only pick either the cheapest option or the brand they know and trust.
- When you give discounts, you're setting the wrong example for your store. Instead of going out and selling on your solution's value and your brand, your salespeople will become transactional. Worse than that, your sales team will start offering discounts without even being asked!
- The problem with discounts is they create abusive customer relationships. Your customer comes in, demands a bunch of things and you give it to them just for a bit of business. Instead, you need to ask for something in return. This creates a healthy, reciprocal relationship.
- We have set, predetermined discounts for each of the deals you're offering. Our store is unique, and we don't want to encourage to devalue our products and service. We stand strong and want to remain that way!



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# Day 3

## Promotions continue

- Store promotions are as follows:
- Military Discount of 10% off any day of the week, they must show Military ID
- Senior Discount of 15% off every Tuesday
- Mall employee Discounts on Mondays and Thursday, also 10% off
- Store employee discount of 15% off
- Over \$35.00 after tax and receive 10% off purchase with cash only.
- Special promotions, will be updated with signs and all staff will be informed of those special moments through out the years. Example: **Red dot sale** , 50% discount off individual item. **NOT OFF ENTIRE PURCHASE!**



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# Employee Performance Review Form



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Name:	Excellent	Good	Average
<b>Date:</b>			
<b>1. Customer Service Focus</b> – Understands customer's needs? Treats customer with courtesy and respect, responds quickly and was very engaged with customer. Showed positive body language with interaction!			
<b>Manager Notes:</b>			
<b>2. Service Focus:</b> Value diversity and respect differences, displaying integrity and ethical conduct with all customers.			
<b>Manager Notes:</b>			
<b>3. Initiative:</b> Initiates action to seek information to solve problems or follow through with a task; employee demonstrates that they are self-starter.			
<b>Manager Notes:</b>			
<b>4. Quality of work:</b> Employee demonstrates good body language, smiles and carried two trays, showed tag, used the zoom in and out technic, discussed promotions, gift cards, what items were made of and the break down of where our items were, employee remained engaged with customers thru out process.			
<b>Managers Notes:</b>			
<b>5. Teamwork:</b> Willing to share information and offers aid when possible; shows that they want to be involved work with others with ease.			
<b>Manager Notes:</b>			

# Employee Performance Review Form



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Name:	Date:	Excellent	Good	Average
6. <b>Compliance:</b> Promotes compliance of policy regarding workplace safety. Follows and practice, while in the store or using any of our items correctly and safely.				
<b>Managers Notes:</b>				
7. <b>Judgment and Decision Making:</b> Evaluate information and makes sound and timely decisions. Is accountable for results.				
<b>Managers Notes:</b>				
8. <b>Listening Skills:</b> Employee can listen to instructions and demonstrates all steps without having to be explained again.				
<b>Manager Notes:</b>				
9. <b>Register Knowledge:</b> Employee can follow all steps as trained on the register. Ring sale, add on to the items seen at that time of ringing, receive money, credit card, gift cards, discounts, emails captures.				
<b>Manager Notes:</b>				
10. <b>Knowledge of Product:</b> Can identify all areas and explain to customers benefits of items. Can restock and identify what items should be in each area.				
<b>Manager Notes:</b>				
<b>Manager's Signature:</b>				



Day 4  
Register  
Knowledge and  
Cash Handling



# Managers Day 4 of Training Employee



PLAN AND PREPARE PRIOR TO SCHEDULING NEW EMPLOYEE, MAKE SURE YOU HAVE AN EXTRA PERSON TO COVER AT THE SAME TIME FRAME TO ENSURE PROPER TRAINING WITH NEW EMPLOYEE.



EACH TRAINING DAY HAS 4 HOURS FOR A TOTAL OF 20 HOURS BY THE END OF WEEK



BE READY FOR THE NEW EMPLOYEE IN THE FRONT OF STORE, TO CONTINUE DEMONSTRATING PROPER WELCOMING.



REGISTER TRAINING AS SIMPLE AS IT MAY BE, MANAGERS NEED TO PROPERLY DEMONSTRATE AND STRESS THE IMPORTANCE OF HANDLING MONEY, CREDIT CARD, GIFT CARDS, DISCOUNTS AND EMAILS.



THIS IS A GREAT OPPORTUNITY TO OBSERVE THE NEW EMPLOYEE MULTI TASKING AND STILL ABLE TO PROCESS AND HANDLE MONEY WITH EASE.

# Employee Day 4

## Schedule is as follows:

- Register Knowledge
- Proper Cash Handling
- Gift Cards
- Emails online
- Credit Card procedures
- Properly Identifying customer over a large amount
- Test of the Day



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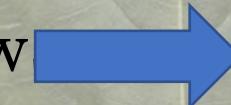
# Day 4

## Register Knowledge

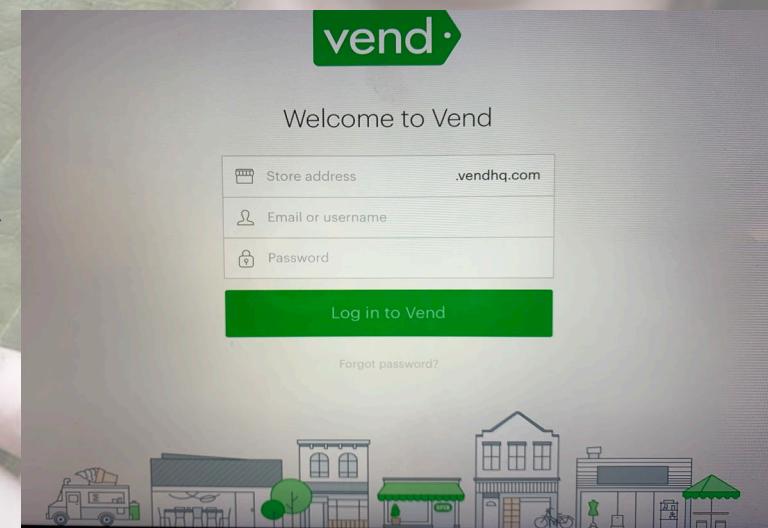
- When entering the store, put your items in the storage container and then go the register and input your 4-digit employee ID, you will then be clocked in for your shift.



- Now its time to open the register for the day, Manager will set your name and password. First line is our email address which is as follow



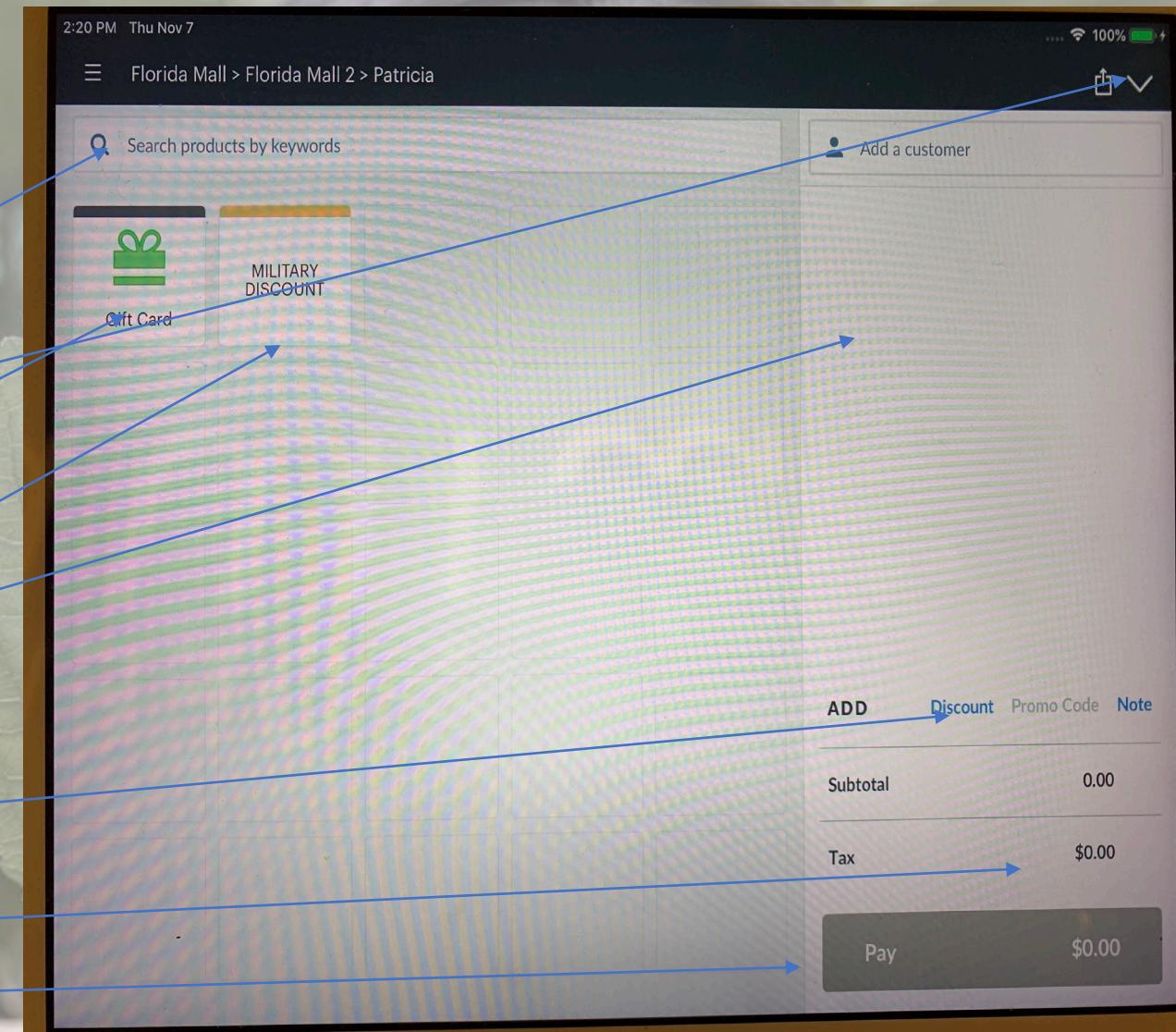
- Store address **Mimmic.vendhq.com**
- Email or username **John Doe**
- Password: This will be your own password you create with Manager
- Then you can log into VEND



# Day 4

## Register Knowledge

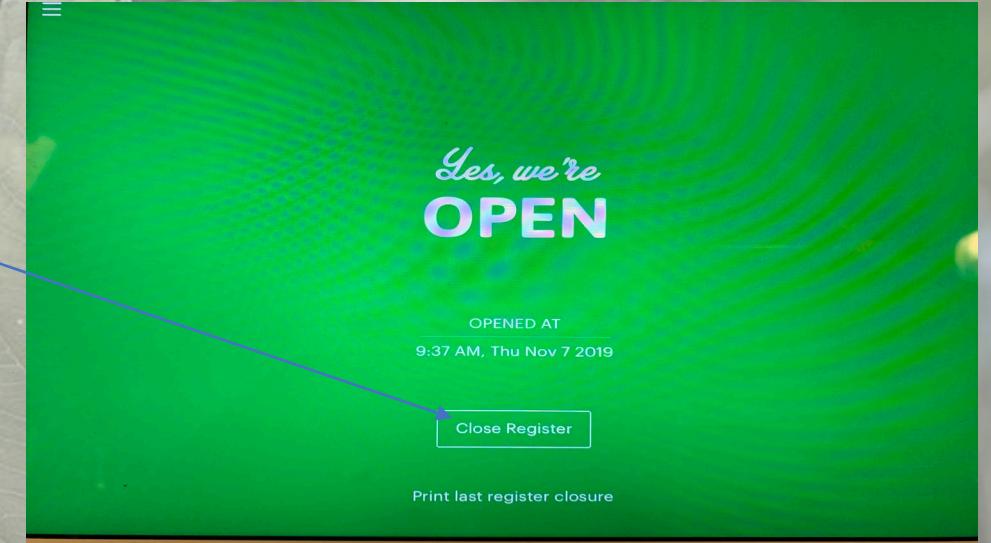
- This main screen, where you will be able to search for product with name of items or sku number.
- Down icon to open register or reprint last sale. Not all employees are authorized to used this icon. Speak with Manager for further details.
- As you scan items, they will be displayed here
- Gift card purchase
- Military Discount button
- Where you can add the correct amount of discount
- Subtotal with or without discount
- Final amount due, from customer



# Day 4

## Register Knowledge

- Key holder or Opening staff member will open register for the daily sales here



- Once transactions have been closed or opened you can use this icon to see. It will allow for reprint of receipt as well as gift receipt and any details of purchase.

Date	User	Receipt	Customer	Note	Status	Total
7 Nov 19 14:18	patricia Florida Mall	50702			Closed	8.47
7 Nov 19 14:01	patricia Florida Mall	50701			Closed	25.45
7 Nov 19 13:45	patricia Florida Mall	50700			Closed	43.56
7 Nov 19 13:32	patricia Florida Mall	50699			Closed	10.60
7 Nov 19 13:29	patricia Florida Mall	50698			Closed	47.83
7 Nov 19 13:19	patricia Florida Mall	50697			Closed	54.05
7 Nov 19 12:29	patricia Florida Mall	50696			Closed	12.73
7 Nov 19 12:17	patricia Florida Mall	50695			Closed	50.93
7 Nov 19 12:06	patricia Florida Mall	50694			Closed	13.79
7 Nov 19 11:45	patricia Florida Mall	50693			Closed	32.86

# Day 4

## Register Knowledge

- Using this icon, you can get the details using reports and see daily sales per hours, days, months.

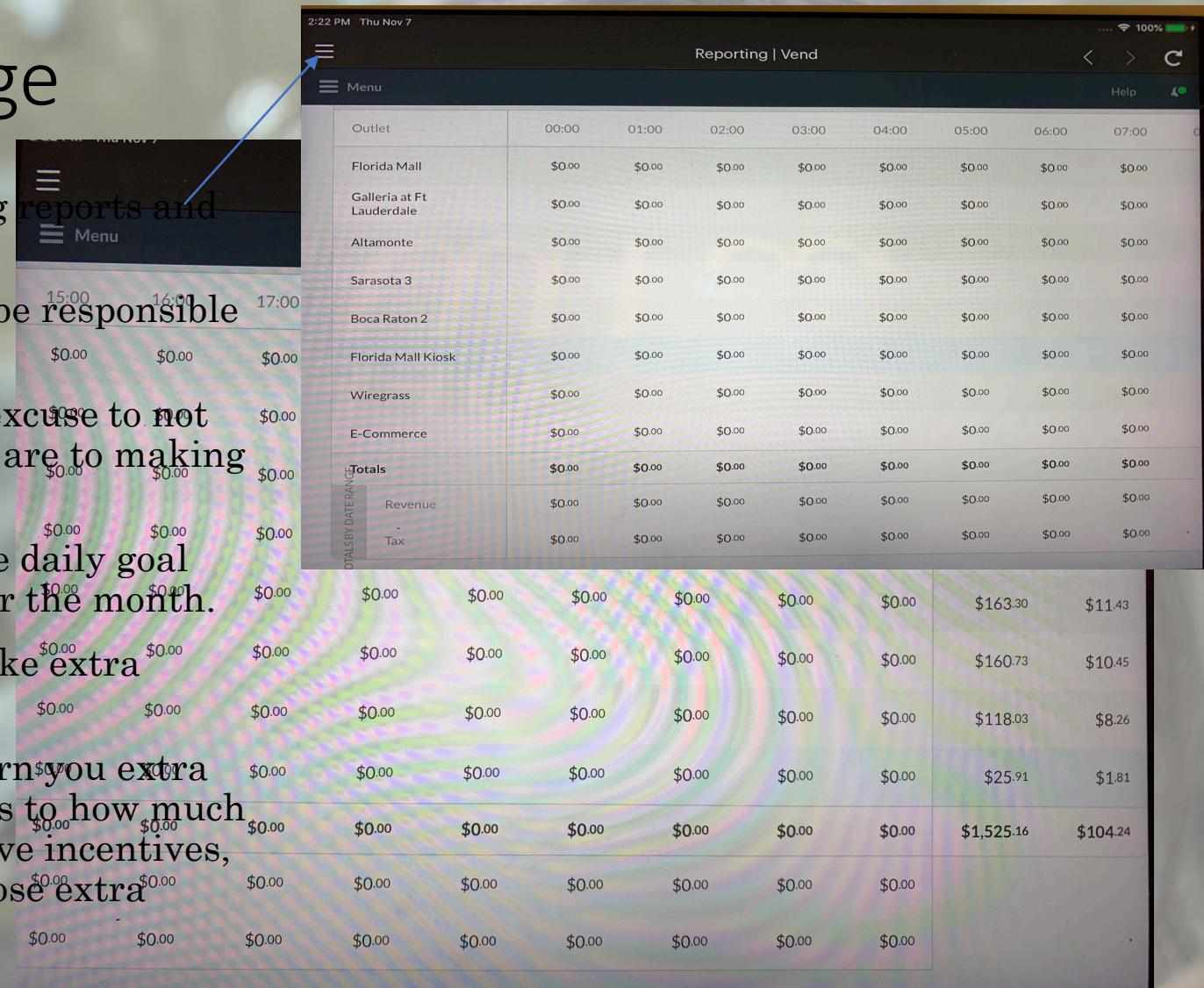
► Important tool to use! Every hour, you will be responsible to track sales, using the daily tracker sheet.

- Knowing where your store is essential! No excuse to not know, where your sales are and how close you are to making daily goals.

- Your Manager will explain, how we calculate daily goal and the expectations per hour. Per day and for the month.

► Why is this IMPORTANT! I'm sure we all like extra money, right?

- Knowing our daily and monthly goal, can earn you extra cash. Your manager will go into more detail as to how much more you can earn. Our company wants to give incentives, but its up to you and your team to push for those extra incentive.

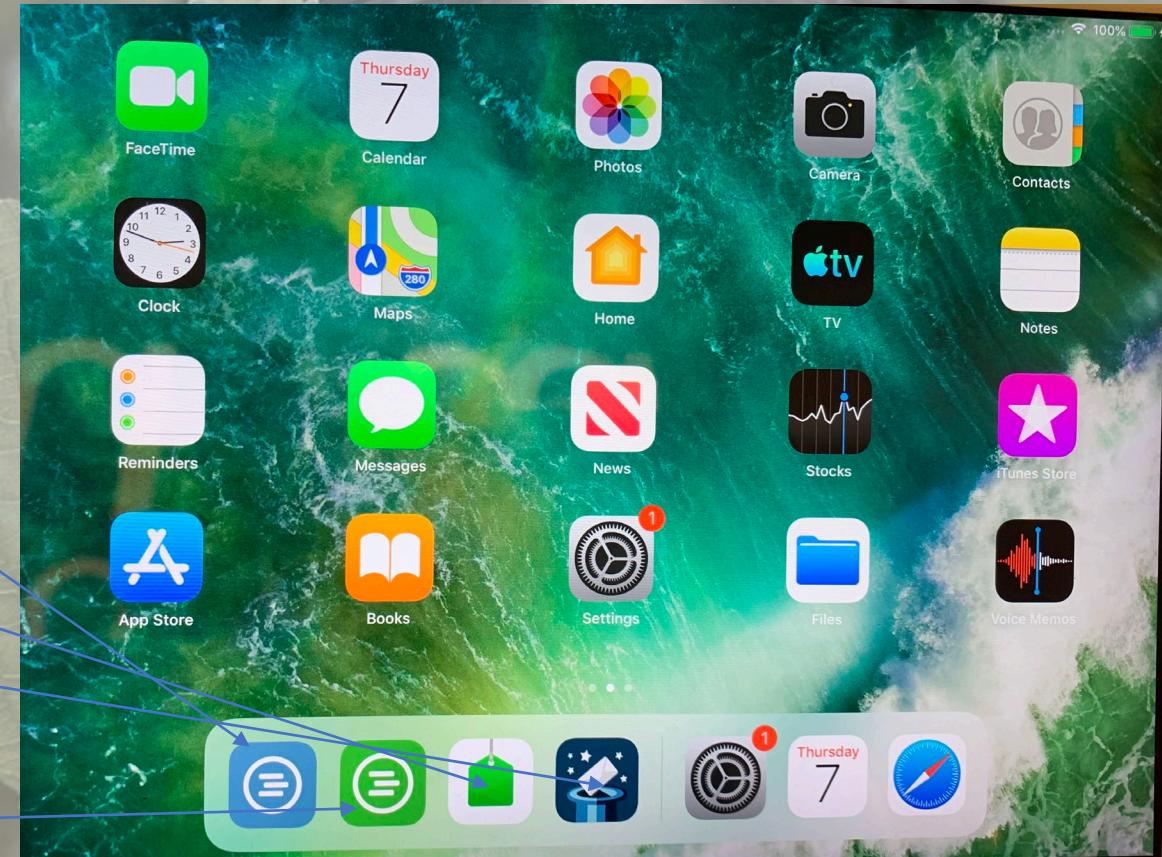


# Day 4

## Register Knowledge

### Where to find the Icon you need on your iPad home screen.

- Sign in and out Icon
- Vend
- Email captures Icon
- When I work



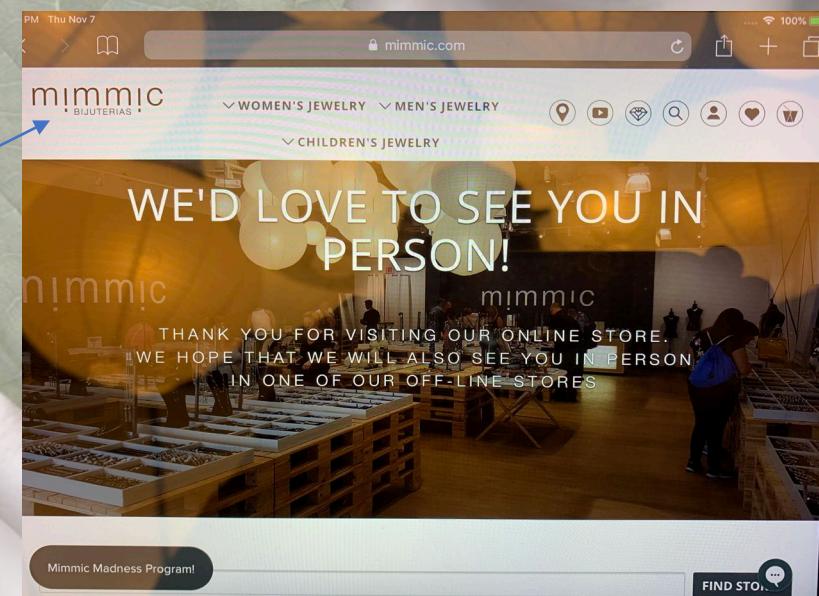
# Day 4

## Register Knowledge

► **Email Captures**, Turning the screen to customer after completing transaction. All staff members are responsible to capture 3 to 5 daily. Script is attached near each register. Customer will input their own information and subscribe.



► **Mimmic Website** is always facing the store, important to maintain facing store please. You can demonstrate to a customer how to go to our web site and purchase item. As well, customer can make purchase on the website, while in the store. This is a great opportunity for those items that we sometime don't have in the store, at the time of customers visit. Get familiar with web site and how to guide the customer thru the site.



# Day 4 Email captures Requirement



Each employee is responsible for a minimum of 3 email captures a day. When at the computer and ringing up a customer. This is a great opportunity to have that one on one with the customer. Example: Ask, How was your experience? Did you find everything you were looking for? We offer gift cards for any future gifts or purchases. As you continue to have these conversations, you are continuing to ring the items they purchasing.



Once you have completed the transaction, turn the monitor to face the customer's, this is an important step. **Your script at this time is, "We are a pop-up store, please enter your email address in the app and we will let you know where we are next."**

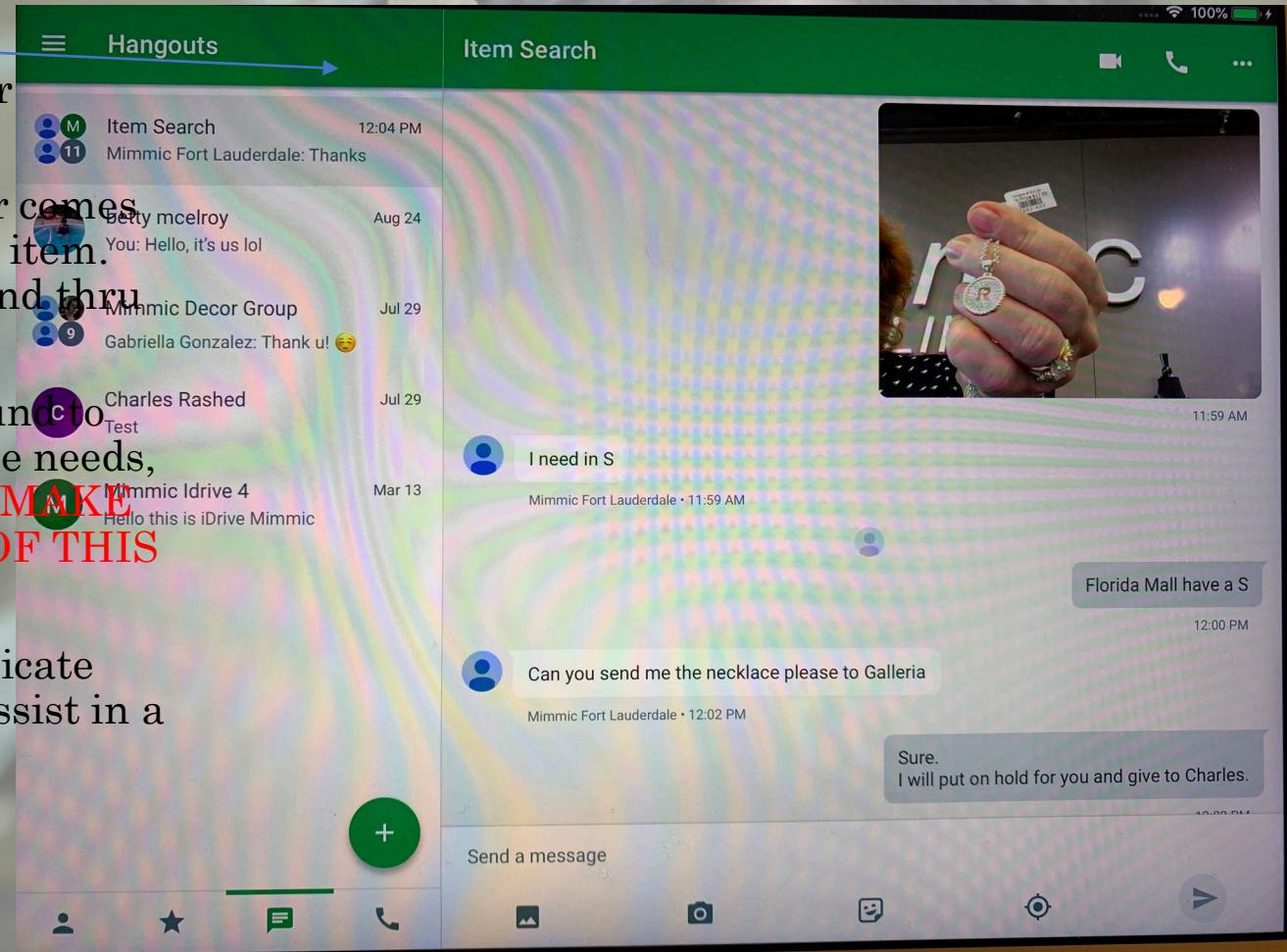


When you capture more emails, you're able to retarget site visitors, turn them into leads and eventually convert them into customers. Whether it's a return into our stores or online. Some of those customers will become evangelists and help you make more sales through word-of-mouth.

# Day 4

## Register Knowledge

- ✓ **Hangout** is the way we communicate with our other locations?
- ✓ There are times, a customer comes in and we need a particular item. We can take a photo and send thru hangout.
- ✓ Each store has a special sound to notify you that another store needs, a sku or an item. **PLEASE MAKE SURE YOU ARE AWARE OF THIS SOUND.**
- ✓ It is a great tool to communicate with other stores and can assist in a sale if needed.



# Day 4

## Cash Handling

- Every employee is responsible to check all bills when receiving from customer.
- If in doubt!! Involve the manager to review bill, if manager is not available , kindly ask for another form of payment from customer.
- If a bill is received and not scanned or identify that it is a counterfeit, any staff member can be held responsible for the lost to our company.

### Know Your Money

April 2016  
[www.uscurrency.gov](http://www.uscurrency.gov)  
[www.secretservice.gov](http://www.secretservice.gov)



**2004 style** Federal Reserve notes (FRNs) incorporate background colors and large, borderless portrait images.

**Paper** U.S. currency paper consists of 25% linen and 75% cotton and contains small randomly dispersed red and blue security fibers embedded throughout the paper.

**Portrait** The 2004 style FRNs have an enlarged and off-center portrait without a frame.

**1 Watermark** The 2004 style FRNs have a watermark that is visible from either side when held to light.

**2 Color-Shifting Ink** The 2004 style \$10, \$20, \$50 and \$100 FRNs have color-shifting ink that shifts from copper to green as the note is tilted 45 degrees. The 2004 style \$100 FRN has a color-shifting "Bell in the Inkwell". The \$5 FRN does not have color-shifting ink.

**3 Security Thread** All genuine FRNs, except the \$1 and \$2, have a clear thread embedded vertically in the paper. The thread is inscribed with the denomination of the note and is visible only when held to light. Each denomination has a unique thread position and glows a different color when held to ultraviolet (UV) light.

**4 3-D Security Ribbon** The 2004 style \$100 FRN features a blue ribbon woven into the paper. When you tilt the note back and forth, the bells and "100's move side to side. If you tilt the note side to side, they move up and down.

**5 Serial Numbers** The first letter of the serial number on FRNs of series year 1996 or later corresponds to the series year.

E = 2004      I = 2006      L = 2009A  
 G = 2004A      J = 2009

#### Bank Indicators

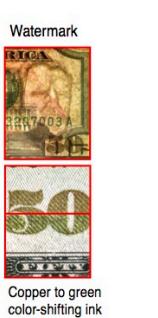
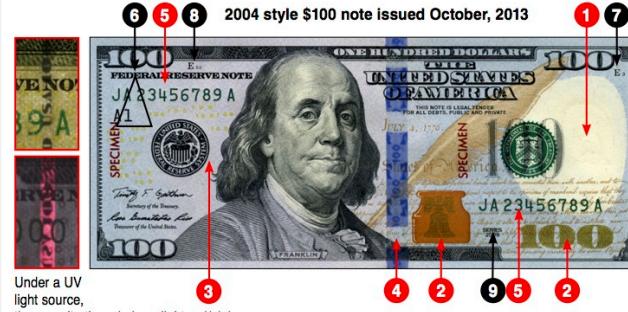
**6 Federal Reserve Indicators** The 2004 style FRNs have a letter and number designation, which identifies one of the 12 distributing Federal Reserve Banks. This letter and number designation appears beneath the serial number on the left. The number corresponds to the position of the letter in the alphabet, e.g.: A1, B2, C3, etc. The letter matches the second prefix letter in the serial number.

**7 Note Position Letter and Number**

**8 Face Plate Number**

**9 Series Year**

**10 Back Plate Number** (Not shown) Found on the bottom right-hand corner of the back of the note.



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# Day 4

## Gift Cards

- Mimmic Gift Cards - Great opportunity to encourage customer when they can not find the perfect gift for a friend or love one.
- When a customer purchases a gift card, it is only valid for one year from the date of purchase.
- Employee incentive, this is a great way to make a few extra dollars. Manager will go over this with each new employee.



## Day 4

### Proper Identification continues, ten top questions and answers that are asked by customers

1. Can a merchant set a minimum purchase amount for credit card transactions?

A merchant can set a minimum purchase amount for using a credit card, if it's under \$10.

2. Can a merchant charge more (or add a fee) for using a credit card?

In 40 states, a merchant can indeed tack on a surcharge or fee if you want to pay with a credit card.

3. Can a merchant ask to see my ID? / I wrote 'See ID' on my card, so I am protected from fraud... right?

Usually, a merchant can check your ID if they want to but writing "see ID" on your card doesn't do you any good.

4. Sometimes I must sign for purchases and sometimes I don't. What's the deal?

In most cases, you only need to sign for purchases over \$50.

5. Will I still have to sign for purchases after the big upgrade next year? What is the change next year?

Chip-and-PIN cards are coming, but you'll have to keep signing for a while yet.

6. Can a merchant put a "hold" on my card for more than I spent, or for what they think I will spend?

A hotel can put an estimated hold on your card, but a restaurant can only authorize the actual, pre-tip bill.

7. Can a merchant make me agree to not issue a chargeback if something's wrong?

You have a legal right to dispute transactions if something's wrong, and no merchant can make you give it up.

8. Everyone says I should never use my debit card, because credit cards have fraud protection and debit cards don't. Is that true?

Credit and debit cards both legally offer fraud liability protection, but time is of the essence. Report lost cards quickly.

9. Doesn't my credit card give me extended warranties and other benefits?

Your credit card probably offers extended warranties and other cool benefits, but you'll have to read some fine print to find them.

10. How do I report a merchant that's not playing by the rules?

It's surprisingly easy to report a merchant that refuses to play by the rules.