Unit 2-1: Checklist

Name of New Employee_______________________________ Date of Hire______________
(Please Print Name)

Training Checklist Completed by____________________________ Date______________

Handouts
☐ Handout 2-A: Customer Service Guidelines
☐ Handout 2-B: Cash Register Procedures
☐ Handout 2-C: Merchandising Guidelines
☐ Handout 2-D: Identifying Counterfeit Money

Workstation Overview
☐ Location and layout of workstation
☐ How and when to clean the front cash area
☐ Location of cleaning supplies and cleaning duties
☐ Review cleaning list
☐ Round Up Procedures
☐ Large item or furniture purchases
☐ How to page or call a manager for information or procedure
☐ When to wrap breakable items and where wrapping paper is located
☐ Importance of speedy bagging
☐ Where to place hangers
☐ Items discarded or salvaged: Where do they go?
☐ Un-priced merchandise policy
☐ Show where to store shopping carts
☐ Telephone Functions and Etiquette
☐ Common questions like store location and hours, donations accepted
☐ What to do in case of emergency or robbery

Special Items
☐ Explain the difference between a tee shirt and regularly priced shirt
☐ What constitutes an electronic item
☐ Discuss "special finds"

Register Procedures
☐ Log-in ☐ Entering a sale ☐ Visa/MasterCard
☐ Log-off ☐ Returns ☐ Counting Change

I have received the handouts as listed above and the topics have been reviewed with me in detail. I understand that I am responsible to work in accordance with this information.

Employee Signature/Date ____________________________________________
Management Team Member/Date ______________________________________
Unit 2-2: Customer Service Guidelines
(Handout 2-a)

The ability, and effort, to provide outstanding customer service is essential to the success of our mission.

I. **Greeting**
   Every customer should be greeted within 15 seconds of entering our store. The greeting may be as simple as, “Hello, how are you today?” If you are busy with a customer, you may nod or gesture in the new customer’s direction, sufficient enough to elicit an acknowledgement from the new customer. The purpose of the greeting is to let the customer know that we are aware of them and value their presence in our store. The greeting also lets potential shoplifters know we are aware of their presence, which reduces the likelihood of theft. You should also follow the five-foot rule: If you come within five feet of a customer, you should always greet them.

II. **Suggestive Selling**
   Whenever appropriate, cashiers should approach customers, pointing out specific items for sale, accessory items, or similar items. This requires familiarity of your store’s merchandise always. The purpose of suggestive selling is to generate more sales for our store. This also shows our customers that our employees are knowledgeable about our merchandise, providing a favorable and professional impression of our employees to our customers.
Cash Register Procedures

(Handout 2-b)

Entering transactions into the cash register is a great opportunity to show outstanding customer service. Cashiers should make every effort to become proficient on the cash register.

A. Completing a Sale – Before entering final purchase selections into the register, the employee should ask the customer if there are any other items he/she would like to add to the purchase. This is an opportunity to use suggestive selling skills. When performing the register transaction, the employee should enter each item in the proper department. When bagging the items, care should be made to handle the items properly and professionally. Items should not be wadded up and dropped into a bag. Clothing and textile items should be folded neatly and quickly placed in the appropriate bag. Breakable or fragile items should be wrapped in newspaper before placing into the bag. Hard goods should be placed neatly and safely into the bag. Some items may require using boxes instead of bags. Some items may not be appropriate for bags or boxes. The customer's purchase decision should be positively reinforced. Use phrases such as, “You have chosen some really great items today,” or “That is a beautiful sweater.” Phrases that emphasize great quality and/or quantity for a great price are recommended also.

B. Refund/Exchange Information - Cashiers should be thoroughly knowledgeable of Goodwill’s refund and exchange policies and procedures. Electrical items can be returned or exchanged at the location is was purchased at. The following guidelines should be followed:

- Return only on electronics within three days of the original purchase
- The original receipt is provided
- The original sticker should be intact

Manager’s discretion should be used if exchanges or refunds are needed with furniture, housewares, clothes and toys. These items are sold “as is”, and we should make every effort to ensure our customers are aware of this policy.

C. Conducting a refund/exchange - A refund/exchange transaction is perhaps the best occasion to demonstrate superior customer service skills. While these guidelines are in place to provide integrity to our business, these policies may be altered in the interest of providing customer service and furthering positive customer relations. Any variation of refund procedure should be at the discretion of the store manager.

When a customer presents an item for refund or exchange, the Retail Associate should verify that all parameters for the transaction are present (i.e., a dated original receipt, original barbs or price labels and the merchandise is eligible for refund/exchange). A member of Goodwill’s Retail Store Management Team should be called immediately to complete the refund/exchange. It is appropriate to ask the customer the reason for the return/exchange. This is to ensure our production and processing procedures provide only top-quality merchandise for sale to our customers. This is also an opportunity to showcase great suggestive selling abilities. After all, we have essentially given purchase power back to the customer. We should make every effort to influence the customer to use that power in our store right away.
D. Proper Cash Handling

- Cashiers must count and verify their till count at the beginning of their shift.
- At the end of their shift, the cashier is to be escorted by a manager to the office with their till, where the manager and the cashier will both count and verify the till and deposit, recording all sales and any discrepancies appropriately.
- **All found money must be entered at the time of discovery into a register POS as a cash donation.**
- **No one is permitted to carry tills alone.**
- Cash overages and shortages greater than $3.00 will result in corrective action. Continued issues with overages and shortages will result in termination of employment.
- All totals are to be entered into the POS system accurately. No force balancing is permitted.
- The cashier is to personally log in to the LOOMIS safe and make a validated deposit.
- The cashier and the manager on duty are to initial the drawer summary report to verify the count and deposit, noting any overages or shortages.
- Any overages or shortages in the cashier’s deposit must be investigated by the manager on duty to the best of their ability.
- Do not “Force Balance”.
- If discrepancies cannot be corrected, they are to be recorded in the cashier log.
- Sharing tills is strictly prohibited. Each cashier and manager are responsible for their own till. **AT NO POINT IN TIME SHOULD SOMEONE OTHER THAN THE RESPONSIBLE EMPLOYEE PLACE OR REMOVE MONEY FROM A TILL. IF A CASHIER REQUIRES CHANGE, THEY MUST COUNT THE AMOUNT TO THE MANAGER AND THE MANAGER MUST RETURN AND COUNT THE SAME AMOUNT BACK TO THE CASHIER.**
III. Customer Assistance
There may be occasions when a customer requires assistance carrying his/her purchase from our store. It is appropriate for cashiers to help carry large items or multiple shopping bags for our customers. We should also be careful when loading items into a customer’s vehicle, to not cause any damage. This is also a great opportunity to again thank the customers and educate them about the mission of Goodwill.

IV. Telephone Etiquette
The nature of our business generates many phone calls to our stores. The proper way for cashiers to answer an incoming phone call is to identify the store location and themselves. Examples are: “Good afternoon, Goodwill, this is Patricia, may I help you?”; “Good evening, Goodwill Tunnel Rd. this is Gertrude, how may I assist you?”

Inappropriate telephone greetings include, “Hello”, and “Goodwill”. Our customers deserve to know specifically which store they are calling, and to whom they are speaking. Incoming personal calls should be limited to emergencies only. Outgoing calls should be placed during break periods except in cases of emergency. Personal cell phones or pagers should be turned off and out of sight during work periods. At all times when using the company phone, your conversation should be professional and courteous, respectful of the presence of customers and/or fellow associates.

V. Reinforcement after the Sale
We have many opportunities to reinforce positive transactions in our stores. Most of our customers regularly visit our stores. It is appropriate to inquire of them if they are enjoying a product purchased at Goodwill. This may even open an opportunity to suggest an accessory item that may not have been available at the time of the original purchase.
I. Product Placement
Proper product placement on our sales floor is an important tool in our effort to sell merchandise at maximum profitability. A neat, organized and easy to shop retail store shows we care about our donated goods and gives the customer a pleasant, professional shopping experience. An untidy sales floor projects an unprofessional, careless image to our customers and to the community at large.

These are general guidelines for merchandise presentation. Individual stores may have circumstances with store layout and available fixtures that deviate from these guidelines. However, the goal of merchandise presentation is to efficiently generate sales of merchandise while maintaining a pleasant shopping environment for our customers.

II. Store Fixtures
Our retail stores are primarily volume merchandisers. Sales are generated by offering the maximum quantity of items as can be presented in our stores at a given time. Please keep in mind that individual stores may utilize different fixtures. For clothing, H-racks, four-ways, “rounders” and wall out-rigger systems are utilized. For shoes and other goods, toppers, wall fixtures and/or shelf units are used. Gondola shelving is used to display electronics and “hard good” items. When appropriate, we place large items directly on the floor.

III. Proper Merchandising of Textiles
Clothing items should be hung on appropriate hangers. Shirts, dresses, sweaters, jackets, and all tops should be hung on shirt hangers. All pants, shorts and skirts should be hung on clip hangers. These items should be hung on the hanger with the front of the garment centered on the hanger. When hanging clothing on a store fixture, always place the garment on the fixture with the front of the garment facing to your left. This is the same for all types of fixtures.

It is very important to maintain the sales floor so that customers can easily find the items they are looking for. Care should be taken to remove empty hangers and to straighten and re-hang items that have been removed from hangers. Every effort should be made to provide a pleasant and rewarding shopping experience for our customers.

All retail store is sized and should keep all items in their correct areas with no more than a 5% error. Sizing rings should be used on the racks to help customers navigate through the store. When clothing is placed in the wrong sizing group, the customer never gets the opportunity to consider it for a purchase and it is never considered by a perspective customer.
Below is a copy of the current color wheel:

Below are the only categories that you should hang in:

<table>
<thead>
<tr>
<th>Top Level Category</th>
<th>Sub-Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ladies’</td>
<td>Shirts</td>
</tr>
<tr>
<td>Ladies’</td>
<td>Pants</td>
</tr>
<tr>
<td>Ladies’</td>
<td>Jeans</td>
</tr>
<tr>
<td>Ladies’</td>
<td>Skirts</td>
</tr>
<tr>
<td>Ladies’</td>
<td>Shorts</td>
</tr>
<tr>
<td>Ladies’</td>
<td>Dresses</td>
</tr>
<tr>
<td>Ladies’</td>
<td>Blazers</td>
</tr>
<tr>
<td>Men’s</td>
<td>Shirts</td>
</tr>
<tr>
<td>Men’s</td>
<td>Pants/Shorts</td>
</tr>
<tr>
<td>Men’s</td>
<td>Jeans</td>
</tr>
<tr>
<td>Men’s</td>
<td>Suits</td>
</tr>
<tr>
<td>Unisex</td>
<td>T-Shirts</td>
</tr>
<tr>
<td>Unisex</td>
<td>Coats Jackets</td>
</tr>
<tr>
<td>Unisex</td>
<td>Swimwear</td>
</tr>
<tr>
<td>Linens</td>
<td>Linen</td>
</tr>
<tr>
<td>Children’s</td>
<td>Children’s</td>
</tr>
</tbody>
</table>
IV. **Proper Merchandising of Shoes**
Shoes should be arranged along shelves, paired with their mates. If possible, similar styles should be placed together, i.e. dress shoes together, athletic shoes together, etc. There should be a section for ladies, men’s, and children’s shoes. Colorizing also provides a pleasant and marketable presentation.

V. **Proper Merchandising of Hard Goods**
Hard goods and small furnishings should be placed on gondola shelving or wall shelving. Like items should be placed together. Care should be taken to continually straighten the items on the shelves, removing broken and damaged items.

VI. **Proper Merchandising of Electronics**
Electronic items are also placed on gondola shelving or wall shelving. An electrical outlet may be present to allow customers to test these items. Again, care must be taken to continually straighten these items, looking out for and removing damaged items or products that do not function properly. All cords should be rubber-banded.

VII. **Proper Merchandising of Furniture**
Furniture items are usually placed in a designated area on the sales floor. These items should be placed in a fashion that is not an impediment to customers shopping in our store, or obstructive to exits. All furniture items must be priced with our “Large Item Ticket.”

VIII. **Proper Merchandising of Home Fashions and Linens**
Home fashions may be folded and displayed in basket type fixtures or hung neatly on suit hangers. Some home fashion items are individually priced. The item should be arranged on the hanger so that the price tag can easily be seen by the customer. Item that are not individually priced should be placed directly under a sign that states the correct pricing.

IX. **Signage**
Appropriate signs should be placed on each fixture. Care should be taken to not have empty sign holders or incorrect, misleading signs on our fixtures. New signs are easily ordered from our Charleston office. Special sign requests must be approved before implementation in any store. No hand written, or computer-generated signs are allowed in Goodwill stores. If you notice a damaged or missing sign, notify your store manager so that a replacement can be obtained. A list of approved signs is in Unit 5 of Training Manual.
Counterfeit Machines
(Handout 2-d)

Standard Operating Procedure

Palmetto Goodwill uses the Royal Sovereign (RCD-2000) counterfeit machines at every register. These machines can verify the validity of paper currency, credit cards, passports, and ID’s. However, Goodwill’s intended use of these machines it to check for counterfeit bills. All denominations of 20 and above are required by policy to be checked with the counterfeit machines. Still, it is strongly recommended to check the $10 bills as well.

As the image below shows, the machines offer 4 levels of verification: The ultraviolet light detection; the white light (watermark verification); the magnetic ink detection; and the microprint detection (magnifying glass).

Ultraviolet Light

Ultraviolet Light Detection

The Ultraviolet light detection system allows for easy verification of security threads on bills. All authentic US bills are minted with a thin security thread embedded in the fabric. When viewed under ultraviolet rays, the thread will glow a certain color depending on the bill denomination.

Microprint Detection

The magnifying lens conveniently equipped on the top of the unit allows for the verification of micro printing, which are tiny text, numbers, and markings hidden in the bill. The most notable micro printing security marking is the text printed on the security thread of each US bill. The print will read
different texts according to the bill denomination.

**Watermark Verification**

Watermarks are hidden images embedded within the authentic bill's fabric that are difficult to see. The RCD-2000's fluorescent plate will shine light through the bill to reveal a watermark image that is located on the far-right side of the bill (bill facing up). The watermark image will resemble that of the person on the bill.

**Magnetic Ink Detection**

All authentic US bills are printed with ink that has small traces of iron. The magnetic detection system allows for easy verification of the iron ink. Simply rub a bill face down on the detection plate in a fast, back and forth motion. The RCD-2000's magnetic detection will beep and blink red if it detects this magnetic trait in the ink.

**Includes a US Security Chart Guide**

All Royal Sovereign counterfeit detectors come equipped with a US security chart guide. This guide will help you determine if a US bill is authentic or counterfeit by diagramming the location of the markings present on all genuinely minted US bills.

These machines are not intended to be left on at all hours. When not in use, the machine must be powered off by flipping the switch on the back of the machine from the “1” position to the “0” position. These machines do not require a warm-up period to operate, therefore, they are to remain off until they are directly needed, then they are to be powered off immediately after use. The image below illustrates where this switch is located on the machine.