

Store # _____

Associate Name _____

Associate # _____

New Associate Orientation

General Overview - To be completed on Day one

- Complete new hire packet including W-4, I-9 and Direct Deposit forms (Forward to Corporate Office in next shipment) (No copies of SS card or DL, **no faxes to HQ**)
- Read Company History
- Sign, read and understand Company Mission, Vision and Core Values.
- Read Employee Handbook – sign statement and return to Corporate Office with all paperwork
- Define dress code, code of conduct and importance of store image
 - Business dress, Common courtesy, proper language, always respectful, clean store, etc.
- Obtain associate number from Payroll Dept.
- Order business cards and name badge
- Explain clock in/out procedures
 - Lunches
 - Holidays and vacations
- Exchange contact information with Store Manager
- Review the following:
 - Backroom/personal storage area
 - Parking
 - Safe with codes/Day Lock
 - Case key control
 - Alarms
 - Location of office/cleaning supplies
 - Expectations of store cleanliness; clean glass, vacuum, take out trash, etc
 - Overview of merchandise pulling requirements
 - Explain store locations and store numbers
 - Correct Employee purchase procedures
- Explain commissions and pay periods
- Fully explain how to read merchandise tag
- Explain Company Sales program and associate goal setting
 - How to monitor personal sales volume MTD
- Review overall merchandise layout
- General introduction to POS – how to ring a sale

Review General Overview

- Explain our company's story
- Recite the company Vision, Mission and Core Values and sign form
- Recite the Company's Statement of Excellence
- Please recount the company dress code, Code of Conduct and dress code
- Please repeat the company Employee Purchase procedures
- Practice completing a sale transaction
- Sign form indicating you have read the Employee Handbook.

Loss prevention – Completed on Day One

- Store Opening/Closing
 - Always open/close with two associates
 - Watch surrounding area as gate is opened
 - No one enters a closed store unless they are an employee
- Merchandise control
 - No more than two items out at a time
 - Always keep merchandise in view/never turn away
 - Merchandise more than \$3000 value not shown on an outside case
 - Use stage tools and Selvyt cloth
 - Open only one case at a time
- Merchandise pulling
 - 80% of value or greater in the safe –(Some stores may require 100%)
 - Nothing left on lease line or in windows
 - No pulling merchandise while still open
- Safes
 - Always on day lock
- Code word
 - “Mr. Cook called” means stand between me and the customer and watch us
 - When to use
- Types of theft – stay alert, maintain control
 - Distraction theft /Switch
 - Credit/check fraud
 - Grab and run
 - Smash and grab
- What to do if a theft occurs
 - Panic buttons, if applicable
 - Call the police /Make written notes before they arrive
 - Don’t call the police unless you’re positive there has been a theft
 - Don’t give chase
 - Cover the case in question with a drop cloth to protect the fingerprints
- Key control
 - Case keys assigned to associate/Unused case keys locked in safe
 - Conduct key count before closing each night
 - Never leave store with a case key
 - Don’t leave keys in case locks

Repair and Ring Cleaning – Completed in week one

- Use of ultrasonic
 - Changing cleaning solution
 - Think red, white and blue
 - No pave, no P4, no pearls
 - How to clean P4, Sterling, alternative metals and Pandora
 - Always use a pad when taking and returning customer's jewelry
- Use of ring buffer
 - Only use bottom half of wheel
 - Proper application of rouge
 - Watch loose clothing, ties and long hair
 - How to buff platinum, white gold and yellow gold
- Repair
 - How to use a ring sizer and mandrill
 - Sizing parameters on new sales-up or down 1 size
 - Special order others
 - How to use a ring saw
 - How to remove alternative metals
 - Effective inspection using a loupe
 - i.e. notating worn prongs, chips, cracks, thin shanks, etc.
 - Use tweezers to check stone security
 - Pricing and use of Charge, No Charge and POM repair PLU's
 - PLU required for all custom manufactured items
 - Take in and delivery
 - Diamond/moissanite testing on take in and delivery
 - Proper description and explanation of work for jeweler
 - Use original PLU for tracking purposes company merch
 - General description for non-company merch
 - Proper POS procedures
 - Inspect work when returned by jeweler
 - Follow up phone calls to ensure customer satisfaction
 - How to replace a watch battery
 - Water resistant watches
 - What watches to avoid –Swiss brands in general
 - How to complete a Gold buy transaction

Review of Loss Prevention and Repairs

- What is the security code phrase? When do you use it? What do you do if someone else uses it?
- Generally speaking, what kind of jewelry may go into the ultrasonic? What may not?
- What is the proper way to inspect jewelry?
- Generally speaking, what are the sizing parameters for all new rings sold at our company?
- What are the procedures for proper case key control?

Point of Sale – Completed in week one

- How to
 - Ring a sale
 - Customer information-be thorough
 - Address, phone, cell, email
 - Multiple tender options
 - What to do with the merchandise tags
 - Where to store receipts
 - How to process a credit card
 - Manual/voice authorization
 - Only call our merchant number not the bank on back of card
 - Use debit card option whenever possible
 - Check ID always
 - Process a return
 - Where to send merchandise
 - Process a personal check
 - Read check cashing policy
 - Repair take in/pick up
 - Lay-a-way setup/pickup and cancel
 - Deposit requirements
 - Terms
 - Special order setup/pickup and cancel
 - Deposit requirements
 - How to get proper pricing
 - Delivery times
 - Take a payment
 - How to review account history and look for sales opportunities
- Search
 - Customer look up
 - Purchase history
 - Open to buy
 - Update current information
 - Merchandise lookup

Point of Sale (cont) – Completed in week one

- Shipping/Receiving
 - Interstore
 - Transfer requests
 - Returns to corporate office – trade ins, damaged items, etc
- Tag Requests
- How to open the POS
- Deposit procedures
- How to close the POS

Review of POS

- Demonstrate how to ring a sale
- How do you process an inter-store transfer request?
- Perform register opening/closing procedure
- Locate and update a customer's profile
 - What is their purchase history?

Credit – To be completed in week one

- How to introduce
 - Early and often
 - Benefits of becoming a Preferred Customer of our company
 - Overcoming typical objections
- How to process a credit application
 - Complete personal and sale information
 - Proper ID and Job verification
 - Check stub/calling employer, state issued ID
 - Reference verification
 - Recipient information
 - Credit insurance and its importance
 - How to obtain a new account number
- Quoting payments
 - Difference in plan types
 - Calculating payments
 - Down payments – always ask
- Analyzing the credit bureau
- Challenge process
 - Phone number
 - How to solidify the sale
 - Who to talk to
- Add-on and reopens
 - Auto-approvals
 - Manual approvals

Review of Credit

- How are payments calculated on a plan 12? What are the terms on a Plan 12?
- Where is recipient information input?
- What qualifies as valid job verification?
- What are some ways to solidify a questionable credit sale?

Product Knowledge – To be completed within first three weeks

- Ring/Setting styles/Finish styles
 - Tiffany, Channel, Pave, Bead Set, Cathedral
 - Prong, shared prong, wax set
 - Bridal, Anniversary, Engagement, Fashion, etc
 - Florentine, Stone, Hammer, Machine engraved, Filigree
- Birthstones and alternatives
 - Proper care
- Anniversary gifts
 - 1yr=paper, 5yr=wood, 10yr=wood, 25yr=silver
 - Every year = diamond
- Merchandise warranties
 - POM – how to introduce, 52% penetration
 - How to introduce on older merchandise
 - Diamond guarantee
 - Manufacturer's warranty
- Metals
 - Gold content
 - 10k=41.6%, 14k=58.3%, 18k=75%
 - Advantages of each
 - Stamp in shank
 - White vs Yellow
 - Rhodium
 - Sterling silver
 - Platinum
- Pandora
 - Company information
 - Wearable memories
 - How to keep merchandise/tags organized
 - POM
- Diamonds
 - Hardness
 - Mohs scale
 - Can still chip – POM very important
 - How to identify simulants
 - Use diamond tester
 - Fire, brilliance and scintillation
 - Fire=colored light, Brilliance=white light, Scintillation=twinkle

- Jewel School
 - Basic 4 Cs
- Romance language
- Alternative metals
 - Warranty without POM
 - Tungsten/White Tungsten
 - Cobalt
 - Titanium
 - Ceramic
 - Stainless steel
- Gold buy
 - Testing, including magnet
 - Calculating a price
 - Closing the sale
- Gift Cards
 - How to find PLU
 - Exclusions
 - Up selling

Product knowledge review

- What are the birthstones for each month?
- What is 10k gold? What are the advantages?
- What are the 4C's? Please define each category
- What is a POM? Why is this beneficial for a customer to own?

Selling and the Sales Process – To be completed within first three weeks

- The basics
 - 9 Steps
 - PMA, Tools, Greet and connect, Show high, Build value, Trial Close, T.O., Close w/Objections, Confirmations and referrals
 - Stage tools with every customer
 - How to use
 - Selvyt
 - Counter pad
 - Mirror
 - Ring stick
 - How to describe jewelry
 - Features and benefits
 - What it is and what it does
 - 5 value points – Style, Gemstone beauty and rarity, Workmanship, Company heritage, Services and guarantees
 - How to use romance language
 - How to read the tag
 - White, silver, yellow
 - 9 code and price negotiation
 - When and how to introduce credit
 - Benefits to customer, company and associate
 - How and when to T.O.
 - Adding on
 - Completing a client sheet and how to follow up
 - Cards
 - Thank you on all sales
 - Just for visiting
 - Returns
 - Birthday/Anniversary
 - Phone calls
 - Follow up (card received, gift was a success, more info)
 - Repairs
 - Inspection reminders
 - Birthdays/Anniversaries/Special Events

Selling and sales process review

- Please name the 9 steps, in order
- What is a feature and benefit and how are they used in a presentation?
- Please name the stage tools and demonstrate their proper use.
- What is PMA and how is it used in the sales process?
- Please list the benefits of credit to the customer, company and associate
- When do we call customers?