

# Beauty Colleague Training

Participant Guide



# Beauty Colleague Training

Copyright © 2020

The content of this training program is copyrighted. Loblaw Companies Limited (LCL) prohibits any form of reproduction, storage or transmittal of these materials without written permission.

Loblaw Companies Limited  
1 President's Choice Circle  
Brampton, Ontario, L6Y 5S5

v. 2020-09-18

## Table of Contents

<b>Core Values .....</b>	<b>1</b>
Selected Action .....	2
<b>Section 1: Course Introduction .....</b>	<b>2</b>
Course Purpose .....	2
Course Objectives .....	2
<b>Section 2: Beauty Overview .....</b>	<b>3</b>
Importance of This Section .....	3
Learning Objectives .....	3
Teamwork .....	4
Customer Service – The 5 Point Plan .....	5
1. <i>Look Great</i> .....	5
2. <i>Smile and Say Hello</i> .....	5
3. <i>Offer to Help</i> .....	5
4. <i>Always Ask</i> .....	5
5. <i>Thanks and Good-bye</i> .....	5
Customer Service – The CLEAR Steps .....	6
1. <i>Calm</i> .....	6
2. <i>Listen</i> .....	6
3. <i>Empathize</i> .....	6
4. <i>Apologize</i> .....	6
5. <i>Respond</i> .....	6
NPS (Net Promoter Score) .....	7
<i>NPS Measures and Tracks</i> .....	7
<i>Scores</i> .....	7
<b>Section 3: Product Knowledge .....</b>	<b>8</b>
Importance of This Section .....	8
Learning Objectives .....	8
Merchandising Exercise .....	9
Product Knowledge Exercise .....	10
<b>Section 4: Phone Procedures .....</b>	<b>11</b>
Importance of This Section .....	11
Learning Objectives .....	11
<b>Section 5: Standards .....</b>	<b>12</b>
Importance of This Section .....	12
Learning Objectives .....	12
Review Questions for Sections 2 to 5 .....	13
Observation Checklist for Sections 2 to 5 .....	15
<b>Section 6: Storage and Receiving .....</b>	<b>16</b>

# Beauty Colleague Training

Importance of This Section .....	16
Learning Objectives .....	16
Review Questions .....	17
Observation Checklist for Sections Covered to Date .....	18
<b>Section 7: Equipment Use .....</b>	<b>19</b>
Importance of This Section .....	19
Learning Objectives .....	19
<b>Section 8: Product Availability .....</b>	<b>20</b>
Importance of This Section .....	20
Learning Objectives .....	20
Review Questions for Sections 7 to 8.....	21
Observation Checklist for Sections Covered to Date .....	22
<b>Section 9: Product Date Codes and Product Rotation .....</b>	<b>23</b>
Importance of This Section .....	23
Learning Objectives .....	23
Review Questions .....	24
Observation Checklist for Sections Covered to Date .....	25
<b>Section 10: Printing Shelf Labels and Signs .....</b>	<b>26</b>
Importance of This Section .....	26
Learning Objectives .....	26
<b>Section 11: Product Recalls .....</b>	<b>27</b>
Importance of This Section .....	27
Learning Objectives .....	27
Review Questions for Sections 10 to 11 .....	28
Observation Checklist for Sections Covered to Date .....	29
<b>Section 12: Customer Service – Active Selling.....</b>	<b>30</b>
Importance of This Section .....	30
Learning Objectives .....	30
Active Selling .....	31
1. <i>Establish Rapport</i> .....	31
2. <i>Ask Questions and Educate</i> .....	31
3. <i>Offer Suggestions</i> .....	31
4. <i>Add On Sales</i> .....	31
5. <i>Friendly Close</i> .....	31
Review Questions .....	32
Observation Checklist .....	33
<b>Core Training Wrap Up .....</b>	<b>34</b>
<b>Appendix: Additional Training .....</b>	<b>35</b>
<b>Additional: Right Hand Side (RHS) .....</b>	<b>36</b>
Importance of This Section .....	36

# Beauty Colleague Training

- Learning Objectives ..... 36
- Additional: Reducing and Scrapping Out Products ..... 37**
  - Importance of This Section ..... 37
  - Learning Objectives ..... 37
  - Observation Checklist ..... 38
- Additional: Merchandising ..... 39**
  - Importance of This Section ..... 39
  - Learning Objectives ..... 39
- Additional: SAP ..... 40**
  - Importance of This Section ..... 40
  - Learning Objectives ..... 40
  - Review Questions ..... 41



# Beauty Colleague Training

## Legend of Icons

This guide uses the following icons. They serve as visual cues to help you identify key actions to perform during the training.



Learning *objectives* for the course.



*Important!* A concept or an idea that you should pay special attention to.



A *closer look* at a concept or topic.



An opportunity to ask *questions* within the session.



A *job aid* available for the topic.



Description for a *job shadowing* activity is provided.



Description for an *exercise* is provided.



A *demo* or a walkthrough on a specific topic.

### Core Values

Our **CORE Values** guide all of our decision making, and best come to life through our culture principles: be authentic; build trust; and make connections.

What are our CORE Values?	How can I demonstrate our CORE Values?
<b>CARE</b> Improving the health and well-being of all Canadian.	<ul style="list-style-type: none"><li>▪ You put the customer first in everything you do</li><li>▪ You get to know your colleagues and customers and anticipate their needs</li><li>▪ You feel empowered to do what's right for the customer</li><li>▪ You value the diversity of the communities in which we live and work</li></ul>
<b>OWNERSHIP</b> Approaching every day with personal accountability and commitment.	<ul style="list-style-type: none"><li>▪ You use good judgement to make decisions and do what's right for the business</li><li>▪ You build trust by doing what you say you'll do</li><li>▪ You believe in the positive power of change</li><li>▪ You know that to grow as a company we need to develop as individuals</li></ul>
<b>RESPECT</b> Acting with integrity, respect, and openness every day.	<ul style="list-style-type: none"><li>▪ You share ideas in a clear, concise and respectful way</li><li>▪ You understand even the best ideas need the support of others</li><li>▪ You make connections to build collaborative relationships</li><li>▪ You are authentic and stand up for what you believe in</li></ul>
<b>EXCELLENCE</b> Leading together through innovation and superior performance.	<ul style="list-style-type: none"><li>▪ You know our purpose, where we're going and how we're getting there</li><li>▪ You are excited by new ideas because they challenge convention and drive our business forward</li><li>▪ You measure what went well, what didn't and learn from your experiences</li><li>▪ You aim high and always do your best</li></ul>

# Beauty Colleague Training

## Selected Action

I commit to demonstrating the following action during my training:

---

---

## Section 1: Course Introduction

### Course Purpose

The purpose of this program is to provide essential-level skills and knowledge to new hires in the Beauty department. This will allow colleagues to become proficient faster in key tasks required for their jobs and to become a productive member of the Beauty team sooner.

### Course Objectives

Upon completion of this training, you will be able to:

- Provide excellent customer service
- Maintain department standards of quality, cleanliness and product rotation
- Operate equipment safely
- Face and fill products
- Adhere to shrink procedures
- Merchandise products according to standards





# Section 2: Beauty Overview

### Importance of This Section

- This module will introduce you to the Beauty department
- It will outline *what* tasks need to be done and *when*, as well as *how* it needs to be done
- It will set clear expectations for you as you complete tasks
- Correct performance of tasks to ensure excellent product quality and customer service
- Using our store-wide standard for customer service, colleagues can provide excellent customer service in Beauty

### Learning Objectives

- Identify the key areas in the Beauty department
- Recognize the task sheets used to assign tasks to colleagues
- Identify the tasks that are planned for production each day
- Outline the benefits of teamwork in the Beauty department
- Demonstrate the 5 Point Plan for customer service and the behaviours that provide excellent customer service in Beauty
- Demonstrate how to handle upset customers and resolve issues that might occur in the Beauty department
- Explain your role in NPS and how to improve the score in the store

# Beauty Colleague Training

***Teamwork divides the task and doubles the success.***

Unknown



## Teamwork

Teamwork in Beauty involves:

Purpose	A commonly understood and agreed upon purpose e.g.,
Process	A clear understanding of how the team will work together to contribute to the purpose. Colleagues are clear on department processes and their roles. e.g.,
Involvement	All Beauty colleagues are included and feel a sense of involvement e.g.,
Commitment	Everyone is committed to the common purpose and the store's success. This takes priority over individual preferences. e.g.,
Communication	Clear, open and honest communication between all colleagues e.g.,
Trust	Individuals must be trustworthy in order for trust, empowerment and alignment to exist. Trust is foundational. e.g.,

## Customer Service – The 5 Point Plan

### 1. Look Great

- Follow grooming standards

### 2. Smile and Say Hello

- Make eye contact, smile and say hello
- Greet customers within 5 feet or 5 seconds
- Acknowledge customers waiting in line

### 3. Offer to Help

- Assist customers with finding or selecting products

### 4. Always Ask

- If you don't know, ask for help
- Ask the customer if there is anything else you can help them with

### 5. Thanks and Good-bye

- Make eye contact, smile and say thanks and good-bye

## Customer Service – The CLEAR Steps

### 1. Calm

- Stay calm and in control – don't get defensive or angry
- It's not personal – the customer is upset at the situation
- Ask customer for details about their issue

### 2. Listen

- Stop and listen to their concern – maintain eye contact
- Do not argue or defend
- Re-phrase their issue to ensure you understand

### 3. Empathize

- Try to see the situation from the customer's perspective
- Let them know you understand how they are feeling

### 4. Apologize

- Apologize sincerely for the situation and any inconvenience it may have caused them
- Don't blame another person or department

### 5. Respond

- Reassure the customer that you will make every effort to resolve their issue as quickly as possible
- Tell the customer what you CAN do for them., not what you can't do
- Find and implement solutions
- Call your Manager/Supervisor if you need assistance

## Beauty Colleague Training

### NPS (Net Promoter Score)

#### NPS Measures and Tracks

- Customer satisfaction
- Customer's likelihood to recommend the store to others
- Specific attributes that are most important to customers in evaluating a store
- Each store's performance on those attributes
- Customer satisfaction at a department level in each store

#### Scores

- Scores are based on a 1 – 10 scale
- Scores of 1 – 8 do not help the store's score
- Only scores of 9 and 10 are considered “promoters” of the store

# Section 3: Product Knowledge

## Importance of This Section

- It's important that core products are always in stock and merchandised (planogrammed) according to standards
- With a good knowledge of the key characteristics and features of our products, colleagues can answer questions, provide recommendations and suggestions to our customers

## Learning Objectives

- Demonstrate compliance to core listings and planograms
- Identify the key features and characteristics of different types of products in the Beauty department

Merchandising Exercise

Using the appropriate merchandising standards, assess displays in Beauty to determine if they comply with the standards.



Display	Complies (Yes or No)	If no, Indicate Why:



Product Knowledge Exercise

Complete the table with information that will help you with answering customer questions.



Product Category	Key Characteristics and Features	Best Sellers





# Section 4: Phone Procedures

### Importance of This Section

- Serving customers on the phone is as important as servicing customers in person
- Colleagues must be able to conduct a price check quickly and accurately as customers are waiting
- Paging must be done professionally as the entire store can hear the announcement

### Learning Objectives

- Demonstrate answering the phone and conducting a price check
- Demonstrate paging (not live)

# Section 5: Standards

### Importance of This Section

- Following procedures will keep colleagues safe from injury, will minimize food safety risks to our customers and will reduce shrink in the department
- A clean and organized department will ensure product is safe for customers and prevent hazards for colleagues
- Following standards will keep the department and backroom organized and allow colleagues to work effectively and efficiently
- Following WHMIS standards and guidelines will keep colleagues informed about hazardous materials/chemicals that are used in the department

### Learning Objectives

- Locate and identify the procedures that impact work
- Demonstrate main housekeeping duties and identify hazardous materials/chemicals that colleagues can be exposed to
- Identify what causes shrink
- Identify a colleague's role in meeting Beauty standards

### Review Questions for Sections 2 to 5

1. What are the Customer Service CLEAR Steps?
  - a) Calm, Listen, Ensure, Action, Respond
  - b) Care, Listen, Empathize, Act, Resolve
  - c) Calm, Listen, Empathize, Apologize, Respond
  - d) Correct, Listen, Ensure, Apologize, Resolve
  
2. Which of the following is an emergency paging code?
  - a) Code 33 – Loss Prevention needs assistance
  - b) Code Adam – lost child
  - c) Code Albert – theft in progress
  - d) Code 911 – medical emergency
  
3. Why is it important to follow housekeeping policies and standards?
  - a) Minimize food safety risks to our customers
  - b) Reduce shrink in the department
  - c) Prevent hazards for colleagues
  - d) All of the above
  
4. What causes shrink in the Beauty department?
  - a) Damaged product
  - b) Poor quality, unsaleable products
  - c) Incorrect pricing on labels and signs
  - d) All of the above

Continued...

## Beauty Colleague Training

5. What are some top brands in the Beauty department?

Your Questions: What questions do you have for your Peer Trainer?

# Beauty Colleague Training

## Observation Checklist for Sections 2 to 5

This section to be completed by Peer Trainer		This section to be completed by Colleague	
Observed Task	Peer Trainer Comments	<b>Comfort Level and Colleague Comments</b> 1 = not comfortable, 2 = comfortable, 3 = very comfortable	
Uniform is clean			
Work area is kept clean and orderly			
Customer Service – 5 Point Plan steps are used			
Follows all safety procedures while working			



# Section 6: Storage and Receiving

### Importance of This Section

- Colleagues must be aware that the backroom can be fast-paced with a number of potential safety hazards
- Safe practices must be followed when using step stands and/or work platforms to prevent injury
- Safe practices must be followed when building and wrapping pallets to prevent injury and damaged product

### Learning Objectives

- Identify key areas and safety concerns in the backroom
- Demonstrate performing a lockout on equipment
- Identify safe use of step stands and work platforms
- Demonstrate how to properly build pallets
- Demonstrate how to properly wrap pallets

### Review Questions

1. A properly built pallet will have:
  - a) A wooden pallet base
  - b) Heavy products on the bottom and light ones on top
  - c) Weight centred and balanced
  - d) All of the above
  
2. Pallets are wrapped to:
  - a) Ensure that product on pallets appear organized
  - b) Prevent product from accidentally falling, which would cause injury to colleagues or damage product
  - c) Maintain a height of no more than 1.8 metre/6 feet on the overhead racking
  - d) Maintain the freshness of product
  
3. Name two things a properly wrapped pallet will have.

Your Questions: What questions do you have for your Peer Trainer?

## Beauty Colleague Training

### Observation Checklist for Sections Covered to Date

This section to be completed by Peer Trainer		This section to be completed by Colleague	
Observed Task	Peer Trainer Comments	<b>Comfort Level and Colleague Comments</b> 1 = not comfortable, 2 = comfortable, 3 = very comfortable	
Follows all safety procedures while working			
Work area is kept clean and orderly			
Customer Service – 5 Point Plan steps are used			
Follows all safety procedures while working			
Properly builds and wraps pallets			

Don't forget the following standards:

- Wear a clean uniform and keep work area clean and orderly
- Use the Customer Service – 5 Point Plan with customers



## Section 7: Equipment Use

### Importance of This Section

- Safe practices must be followed when lifting in order to prevent injury
- When opening cases of products, safe practices must be closely followed to prevent injury
- When operating hand and/or lift trucks, safe practices must be closely followed to prevent injury
- Colleagues must be licensed and wear steel toe shoes when operating power equipment

### Learning Objectives

- Demonstrate various safe lifting techniques
- Demonstrate cutting cases safely without damaging product inside
- Demonstrate safe use of hand and lift trucks

# Section 8: Product Availability

### Importance of This Section

- When sorting, stocking and conditioning, safe practices must be closely followed to prevent injury

### Learning Objectives

- Demonstrate sorting, stocking and conditioning product following department standards
- Identify, stock and condition different types of fixtures and displays

## Beauty Colleague Training

### Review Questions for Sections 7 to 8

1. Explain how to properly condition product on the shelf.
2. Explain the importance of following department standards when sorting, stocking and conditioning products.

Your Questions: What questions do you have for your Peer Trainer?

## Beauty Colleague Training

### Observation Checklist for Sections Covered to Date

This section to be completed by Peer Trainer		This section to be completed by Colleague	
Observed Task	Peer Trainer Comments	<b>Comfort Level and Colleague Comments</b> 1 = not comfortable, 2 = comfortable, 3 = very comfortable	
Follows all safety procedures while working			
Properly builds and wraps pallets			
Properly sorts products according to standards			
Properly stocks products according to standards			
Properly conditions products according to standards			

Don't forget the following standards:

- Wear a clean uniform and keep work area clean and orderly
- Use the Customer Service – 5 Point Plan with customers

## Section 9: Product Date Codes and Product Rotation

### Importance of This Section

- With a good knowledge of the key characteristics and features of our products, colleagues can answer questions, provide recommendations and suggestions to our customers
- Following product date code and product rotation standards will minimize risks to our customers and will reduce shrink in the department
- Following department standards will keep the department organized and allow colleagues to work effectively and efficiently

### Learning Objectives

- Demonstrate how to properly read product date codes
- Demonstrate rotating product following department standards

### Review Questions

1. There is no set format for product date codes. They can be displayed in any format.
  - a) True
  - b) False
  
2. Products should be rotated on a \_\_\_\_\_ basis.
  - a) First Out, First In (FOFI)
  - b) Last In, Last Out (LIFO)
  - c) First In, First Out (FIFO)
  - d) Last Out, Last In (LOLI)
  
3. List three (3) different products that have expiry dates.
  
  
  
  
  
  
  
  
  
  
4. What is the importance of rotating products?

Your Questions: What questions do you have for your Peer Trainer?

## Beauty Colleague Training

### Observation Checklist for Sections Covered to Date

This section to be completed by Peer Trainer		This section to be completed by Colleague	
Observed Task	Peer Trainer Comments	<b>Comfort Level and Colleague Comments</b> 1 = not comfortable, 2 = comfortable, 3 = very comfortable	
Follows all safety procedures while working			
Properly builds and wraps pallets			
Properly sorts products according to standards			
Properly stocks products according to standards			
Properly conditions products according to standards			
Rotates products based on FIFO and department standards			

Don't forget the following standards:

- Wear a clean uniform and keep work area clean and orderly
- Use the Customer Service – 5 Point Plan with customers



## Section 10: Printing Shelf Labels and Signs

### Importance of This Section

- Products must have accurate labels and signs so customers can make their purchase decisions and to prevent shrink

### Learning Objectives

- Demonstrate printing shelf labels and signs



## Section 11: Product Recalls

### Importance of This Section

- Product recalls can be serious and sometimes even life threatening for customers, so extra care must be taken when securing recalled products
- Recalled products must always be removed from the shelf/display and placed in the appropriate designated area

### Learning Objectives

- Explain how product recalls should be handled



### Review Questions for Sections 10 to 11

1. Explain where the different sizes and types of labels and signs are used.
2. Why is it important to display correct shelf labels and signs?
3. Why is it important to keep all recalled products from getting out in the market?

Your Questions: What questions do you have for your Peer Trainer?

## Beauty Colleague Training

### Observation Checklist for Sections Covered to Date

This section to be completed by Peer Trainer		This section to be completed by Colleague	
Observed Task	Peer Trainer Comments	Comfort Level and Colleague Comments 1 = not comfortable, 2 = comfortable, 3 = very comfortable	
Follows all safety procedures while working			
Properly builds and wraps pallets			
Properly sorts products according to standards			
Properly stocks products according to standards			
Properly conditions products according to standards			
Rotates products based on FIFO and department standards			
Shelf labels and signs are printed correctly			



## Section 12: Customer Service – Active Selling

### Importance of This Section

- Active selling provides excellent service to our customers while driving sales in the Beauty department

### Learning Objectives

- Demonstrate active selling steps
- Explain the customer return policy for different types of Beauty products

## Active Selling

### 1. Establish Rapport

- Connect with the customer
- Open up a conversation

### 2. Ask Questions and Educate

- Determine what the customer is looking for
- Explain the products that might meet their needs

### 3. Offer Suggestions

- Suggest products that are new, better quality, your personal favourite, etc.
- Explain how to use or prepare the product

### 4. Add On Sales

- Suggest other products that could complement the customer's selection

### 5. Friendly Close

- Close the conversation politely
- Invite them to return



## Beauty Colleague Training

### Review Questions

1. What is the 5 step method for Active Selling?
2. Explain the customer return policy for Beauty products.

Your Questions: What questions do you have for your Peer Trainer?

Observation Checklist

This section to be completed by Peer Trainer		This section to be completed by Colleague	
Observed Task	Peer Trainer Comments	<b>Comfort Level and Colleague Comments</b> 1 = not comfortable, 2 = comfortable, 3 = very comfortable	
Establishes rapport			
Asks questions and educates			
Offers suggestions			
Adds on sales			
Gives a friendly close			



### Core Training Wrap Up

CONGRATULATIONS on successfully completing the Core Training Program!

You now have the basic skills and knowledge you need to be a productive member of the Beauty team.

Of course, you will continue to learn while you work through experience as well as through others.

Remember, if you have any questions or concerns, your Manager and the team are always there to help you.

Good luck with your new job!



### **Appendix: Additional Training**

Your Peer Trainer/Manager will identify which of the following modules you will need and when you will be trained on them.

# Additional: Right Hand Side (RHS)

## Importance of This Section

- Right Hand Side (RHS) is a program that focuses on bringing non-food (i.e., GM, HBC, Fashion Beauty, etc.) top of mind, while presenting these departments in an appealing way to entice customers
- RHS provides a consistent look and feel to our stores and allows for a labour friendly format

## Learning Objectives

- Describe the concept of Right Hand Side

## **Additional: Reducing and Scrapping Out Products**

### **Importance of This Section**

- Following procedures to handle damaged and expired product will ensure our customers purchase only non-damaged and fresh product while minimizing shrink in the department

### **Learning Objectives**

- Demonstrate applying ARCP stickers to appropriate products
- Demonstrate scrapping out products to be disposed

Observation Checklist

This section to be completed by Peer Trainer		This section to be completed by Colleague	
Observed Task	Peer Trainer Comments	Comfort Level and Colleague Comments 1 = not comfortable, 2 = comfortable, 3 = very comfortable	
Correctly reduces appropriate products following procedures			
Correctly scraps out appropriate products following procedures			



# Additional: Merchandising

## Importance of This Section

- Demonstrating the 5 Principles of Great Merchandising will ensure that our shelves are properly stocked and entice customers to buy

## Learning Objectives

- Demonstrate the 5 Principles of Great Merchandising
- Demonstrate merchandising using department standards

# Additional: SAP

### Importance of This Section

- Good PI practices will allow us to manage our inventory better, reducing shrink

### Learning Objectives

- Identify what SAP is and describe some of the benefits
- Identify what PI is and PI practices

### Review Questions

1. When should products be reduced?
  - a) When customers return them
  - b) When there's too much inventory
  - c) When they're damaged and/or expired
  - d) When there's not enough space on the shelf
2. When scrapping out and disposing of products, expiry dates should always be checked.
  - a) True
  - b) False
3. What merchandising standards should always be followed?
4. Explain your role in maintaining accurate PI.

Continued...

## Beauty Colleague Training

Your Questions: What questions do you have for your Peer Trainer?

